

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CVI, No. 5 NEW YORK, JANUARY 30, 1919

10c a Copy



Advertising Altruism

In the ranks of prominent advertisers there is none more broad minded than the Atlantic Refining Company in its advertising of Atlantic Gasoline and Motor Oils.

The Atlantic message to motorists of Pennsylvania and Delaware has been sent broadcast, frequently and in large space, so that "Atlantic" is the choice of the majority of motorists.

Nevertheless the Atlantic Refining Company does not gauge the success of its advertising solely by the millions of gallons of gasoline or lubricants sold. It is not simply a fair-weather advertiser.

There are broadly conceived campaigns to the credit of this advertiser in which selling gasoline was but a part of the purpose. In ante-war days the Atlantic "Tour Pennsylvania" advertising was a constructive step to promote prosperity in the whole state. In war time Atlantic "Save Gasoline" advertising taught motorists how to save millions of gallons of the fluid so vital to victory.

Our client has found that it pays to "keep everlastingly at it" by molding the advertising appeal to meet changing conditions.

ATLANTIC

GASOLINE

Puts Pep in Your Motor



MOTOR OILS

Keep Upkeep Down

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

STANDARD FARM·PAPER YEAR·BOOK

1918-1919

Just off the press. It contains one hundred pages of reliable and timely data on the farm market.

For ten years, this book has been a welcome annual visitor to manufacturers and advertising agents who make daily use of it in planning for farm trade.

Here is what they say about it:

"This is just the sort of information that is proving absolutely invaluable in agency offices today and it is a big help."

"The book seems so complete, we have nothing to suggest."

"We wish to compliment you upon its completeness."

"Such excellent information in compact form is always welcome."

"I am sure I shall find very helpful and interesting information in this book."

"Your splendid book is certainly full of live information."

"This publication has been of invaluable service for a number of years."

We have only a limited number of these books left. A request for a copy on business stationery will be honored as long as the supply lasts.

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVI

NEW YORK, JANUARY 30, 1919

No. 5

Advertise Bolshevism and You Destroy It

Why It Cannot Stand the Light

By J. T. M.

INDIANAPOLIS
FEB 1 1919
PUBLIC LIBRARY

ONE of the foulest crimes perpetrated by Germany against the nations of the world was the organizing against them of the Bolshevik movement.

The Russian of tousled hair and bushy black beard, with bombs protruding from his person, was regarded by most of us as merely a comic opera figure. But he existed. England and Switzerland tolerated his presence. Usually he did not directly abuse their hospitality. He conspired—for that was his business in life—but against other countries. It was part of the routine of slumming in the Whitechapel region of London twenty odd years ago for strangers to attend a Nihilist gathering, and in Swiss cities also the visitor was generally welcome, if he brought tobacco or money for the brethren.

The "group" generally consisted of a central directing figure of keen shrewd appearance, the herder of the flock, surrounded by a number of freaks, male and female; idealists and brutes; mental, moral and emotional defectives. Sunday afternoons were the popular gathering occasions for the Nihilists in the Houndsditch and old Spitalfields sections of London.

In a badly-lighted, evil-smelling garret the unkempt fraternity would hold meetings when strangers arrived, and seemingly more for the benefit of the latter than for any other discernible reason.

The wise, and usually wolfish-looking, person in charge would designate a "speaker," and some poor blear-eyed degenerate would arise and rave and lash himself into a frenzy in a foreign tongue, until the slumming party became gradually nauseated and disgusted and decided to go, glad to donate a piece of silver for the "cause," especially as by that means there was better prospect of getting out once more to the fresh air unmolested.

Who ever would have dreamed that a great nation would one day capitalize the Russian Nihilist, would one day organize such criminals and madmen as these for the spread of anarchism and for the destruction of that nation's adversaries?

Even before the war, Germany had begun to turn them to practical account. They were injected into the "Syndicats" in France and the sabotage committed against the French Government property, railroads and industrial plants by the Syndicalists is now known to have been carried out by anarchists under the direction and inspiration of individuals who were in relation with the German Secret Service. France never succeeded in rooting them out, and they are to-day the source of the most serious concern for her statesmen and officials. They were the criminal element also in the Internationalist body, with headquarters in Berne, which

worked to such dangerous effect in Belgium before the war, and which during the war scattered funds lavishly among the Anarchist-Socialists of Italy, with results which at various times made the condition of Government in the Peninsula exceedingly insecure.

The grand coup by Germany, however, was the financing of Lenine and Trotzky and the dispatching of them to Russia to subvert law and order and to turn anarchy loose. How the emissaries worked and the methods they followed need not here be described, nor need there be mention of the retribution which Germany brought down on herself through the orgy of crime which she had so wantonly started. There are serious grounds for suspicion that the organized anarchist movements in various lands are still directed from Germany.

Wars are usually followed by "waves of crime." The atrocious business of killing has a depraving effect on the morally weak, with psychological results which are fairly well understood. Such natures do not revert promptly to the modes of thought and sentiments of orderly life. Murderous brutality as it was taught to the German soldier could only leave a moral ulcer not easily eradicable. The wave of crime is intensified where civic discipline has broken down, where social disorder is attended by privations of every kind. Poverty and hunger breed the bandit and the outlaw. Germany taught the vilest outlaws of our time how to organize and on Germany falls the responsibility for whatever waves of crime may follow the war she loosed on the world. She need therefore be but little surprised if there is a lack of outside sympathy for her in the afflictions that beset her at home. But if Bolshevism, the doctrine of the Nihilist cut-throats and their feeble-minded followers, has brought to Germany a riddle to solve, it has brought a problem also for peoples who had been engaged in peaceful pur-

suits and who meditated no career of national crime.

How much of a problem is it going to be for America? Are our Socialists turning into Reds and our Reds into Bolsheviki, and if so, how far is American patience to be stretched? That there could be a broad seeding-ground for such doctrines in America, so that they could grow to be a menace to our free institutions, is something too preposterous to merit discussion or consideration.

Bolshevism is the foe primarily and essentially of business and of business men. It has been observed that the Reds disregard the two extremes in the social scale; that they make no quarrel with the very highly placed, or with the very lowly. Their war is against those in between. Capital — meaning those engaged in active, progressive, constructive work, in the utilizing of human energy in industry and trade and in the development of the civilized well-being of peoples is the avowed enemy. Toward labor the Reds profess friendship. They affirm at times that they are part of a movement in which labor is an element. In reality, however, the Reds class skilled labor in the same category as capital. It also is the enemy. Indeed, their bitterest assaults have been made against trained workingmen, for they are fully conscious that their appeal can conceivably be hearkened to only by the untrained, the shiftless, the unskilled, the ignorant and the incompetent.

AMERICA'S WORKMEN A BULWARK AGAINST BOLSHEVISM

Can anyone imagine the skilled American workingman, who bathes and shaves, wears clean linen, eats clean food, lives in clean surroundings and has a high degree of education, accepting instruction on the vital things of life from the illiterate foreigner whose living conditions have been those of the dumb animals with whom he has lived in stables or pens, or those of the filthiest slums of the poorest cities of the world? The American working-

A MIDDLE-WESTERN manufacturer desired to change his method of distribution to direct-to-dealer sales. This involved the rapid establishment of warehouse facilities to serve 16,000 dealers in ten states.

We analyzed volume of sales, freight rates, stock movements; calculated space requirements; selected nine properties; arranged contracts; laid out sales and shipping districts.

Our recommendations were adopted, and the change was effected without interruption to the business—to the complete satisfaction of our client and his customers.

*It often lies within our
province to render un-
usual service to a client*



Interviews invited

THE H. K. McCANN COMPANY
61 Broadway, New York

CLEVELAND · SAN FRANCISCO · TORONTO · MONTREAL

man, to-day in the ranks of labor, to-morrow may be in the ranks of capital. Is he likely to listen to some mouthing criminal or maniac who asks him to help tear down the social fabric that permits his sons and daughters to participate in all the refinements of a cultured existence, to receive high-school and university training and to aspire to the most exalted positions in a free community? It is an insult to the American workingman to have his name invoked by the Reds.

There is official authority for the statement that the Bolshevik workers, by claiming affinity with American organized labor, have been successfully creating enemies for the latter. The American workingman may stand this provocation up to a certain point, but he may be counted on to take characteristically vigorous action if it goes too far.

There is money in Bolshevism. Lenine and Trotzky have had millions at their disposal, and hundreds of thousands of dollars have been traced from European Russia across Siberia and the Pacific Ocean to New York and other American cities. And, besides, the disciples of Lenine in America practice systematically the levying of tolls on those who foregather with them. As long as this condition lasts there will always be leaders for the Reds, men crafty and clever, willing to take a risk where the stake seems worth while, men to whom America and American institutions mean nothing, if not something to make money by jousting at. Whatever the fool sheep may be induced to do, these wolves who herd the sheep are shrewd enough to keep within the letter of the American laws.

They take no chances of losing their fat living. American laws do not furnish sufficient protection against such treacherous enemies of the country as these. It has been suggested that the remedy is to alter the laws. For a long time past there has been a sentiment in judicial quarters that a way should be provided of get-

ting after the perverted and unassimilable immigrant and the undesirable citizen.

NO HOPE OF RELIEF BY REVISION OF IMMIGRANT LAWS

The Reds in our midst are in a well-defined class. Invariably the directing minds, the wise ones who control the stupid, are foreigners—foreigners in heart, whatever may be their status of citizenship. Deportation has been suggested as a remedy for their case. Of course the ideal way to handle the undesirable immigrant is to deport him from Ellis Island, before he has ever had a chance to put a foot on the continent.

To try to get him out once he has stepped ashore is quite another matter. Some of the ablest statesmen in America have expressed the conviction that our immigration laws, at least as they have been applied during the last ten or fifteen years, are utterly inadequate for the protection of the country. But powerful influences have steadily shown an ability to obstruct any serious attempt to bring about reform in the immigration laws, or in the method of applying them, and it is no secret that there is a general belief among politicians that any legislator who undertook in a vigorous way to have such modifications effected in the immigration laws, would be likely soon to cease to be a figure in public life. So these remedies of deportation and of change in the national laws do not offer much prospect of being available at a sufficiently early date to allow them to be used with effect against the Reds.

But there is one excellent remedy which would surely and effectively suit the case. It is the simple one of publicity.

Bolshevism, the conception of ignorance and crime, may thrive on mystery and obscurantism, on foreign words and hocus-pocus. Shown up in its nakedness, it would be grotesque and ridiculous.

Tell the American people all about the Reds and their "doctrines," and the abomination would perish from our country.

Thread Leads to—

Bed Sheets, Pillow Cases, Bureau Covers, Underwear, Collars, Cuffs, Shirts, Hosiery, Shoes, Laces, Jewelry, Cosmetics, Perfumery, Toilet Goods, Furniture, Bed Springs, Mattresses—everything bought for family use in the million households of our subscription list.

*Whose?
Yours?*

Every month 1,000,000 wholesome, fine, American homes welcome

Needlecraft Magazine

which will, just naturally, lead to your product. Are you giving it a chance?



A dose of advertising would shrivel it up.

American business men are interested in undertaking such a course of publicity. The weaker vessels in our midst are numerous. It would not merely be good business, it would be humanitarian work, to impress on the less tutored minds the viciousness and the danger of such un-American doctrines, and to direct them with precision as to the course they should follow if they found themselves face to face with the enemies of America and of its institutions.

Organized labor would seem to have a particular interest in promoting on its own account such a campaign of advertising. Samuel Gompers, president of the American Federation of Labor, recently declared that the Bolshevik movement is causing a direct injury to American organized labor. "Bolshevism," he said, "is as great an attempt to disrupt the trade unions, as it is to overturn the Government of the United States." He added that the Reds had effectively been creating enemies for the labor unions.

What better remedy — indeed what other remedy — can organized labor find for the protection of its interests and of its reputation than frank advertising handled by experts, giving to the public the exact facts on its own principles and on its attitude and dealing a smashing blow to the foul fiend of treason and anarchism?

N. W. Ayer & Son Enlarge Soliciting Staff

A number of additions to the staff of N. W. Ayer & Son, of Philadelphia, have recently been made. Neal Ivy, formerly of the Richmond, Va., *Dispatch*, will have charge of the southern territory. W. E. Hosac will be located with the Chicago office. Norman Johnson, of the Thomas A. Edison Company, and J. A. Watson, of the Liggett-Riker-Hegeman Corporation, will be attached to the Philadelphia office, and J. M. Simpson, of *McCall's Magazine*, New York, will be attached to the New York City staff. Samuel Youngheart, who has been in the U. S. service, has returned to his duties with the Ayer organization.

J. C. Wilberding Joins Van Patten

J. C. Wilberding, a former New York newspaper representative, has been elected vice-president of Van Patten, Inc., New York advertising agency.

Mr. Wilberding has disposed of his list of newspapers as follows: the *St. Joseph, Mo., News Press* to I. A. Klein; the *Minneapolis Tribune* to John B. Woodward, and the *Louisville Post* to Cone, Lorenzen & Woodman.

Mr. Wilberding came to New York twenty-four years ago from Louisville, Ky., where he had published a paper called *Truth*. Since then he has been assistant advertising manager of the *World* and advertising manager of the *Press*, since combined with the *Sun*. He has had charge of the national advertising of a number of well-known newspapers, in addition to the three that were on his list when he disposed of his special agency.

Death of George T. Oliver

George T. Oliver, ex-Senator from Pennsylvania and owner of the *Pittsburgh Gazette-Times* and *Chronicle-Telegraph*, died at his home in Pittsburgh on January 22, aged seventy years. He had been ill for several months.

Senator Oliver bought the *Pittsburgh Gazette* and the *Chronicle-Telegraph* in 1900. Later the *Times* was combined with the former paper. His sons, George S. and Augustus K., have been actively associated with him in the management of the newspapers. He was first elected in the U. S. Senate in 1909 to fill out the unexpired term of P. C. Knox, who had been appointed to a place in President Taft's Cabinet, and two years later was re-elected for the full term of six years.

Editorial Council Elects Officers

Officers for the ensuing year were elected by the editorial conference of the New York Business Publishers Association last week as follows: Chairman, V. E. Carrol, *Textile World*; secretary, E. H. Darville, *Hardware Age*; executive committee, Floyd W. Parsons, *Coal Age*; S. H. Ditchett, *Dry Goods Economist*; F. M. Feiker, *Electrical World*; R. H. McCready, *McCready Publishing Company*, and Roy W. Wright, *Railway Age*.

Lyddon & Hanford's New Account

The Sill Stove Works, Rochester, New York, has placed its advertising account with the Lyddon & Hanford Company, also of Rochester. The Sill company makes Sterling ranges and furnaces. A list of farm papers and newspapers will be used in this season's campaign.

It takes some time
to cut wisdom
teeth.

There still are
National adver-
tisers who do not
use the Standard
Union in Brook-
lyn campaigns.

But very few.

Once Again, Which Should Come First, Distribution or Advertising?

Hitch Them Up As a Team Is the Answer

W. S. HILL COMPANY
PITTSBURGH, PA.

Editor of *PRINTERS' INK*:

We have bound volumes of *PRINTERS' INK* for about four years past and are going to ask your librarian for some notations to help us find some information we are seeking.

We handle the advertising for "Molle" for shaving, which softens the beard and does away with the use of brush and lather. We have so far got pretty good distribution in four or five States through newspaper advertising, and now we would like to have some information as to concerns which have started national campaigns when they had a rather small distribution. The writer has read such articles in *PRINTERS' INK* from time to time and if your librarian can give us the dates of some of these articles, we will appreciate it very much.

W. S. HILL COMPANY,
By Allen Fink,
Vice-President.

AS Mr. Fink says, a great many articles have been published in *PRINTERS' INK* describing how the problem has been met in specific cases.

Whether advertising should come before distribution or distribution before advertising, has agitated the advertising world quite as much as that other question has made the wisecracks of science scratch their heads; which was first, the hen or the egg?

After all, though, there is nothing very puzzling about the subject. Very few manufacturers would be willing to admit that their distribution is complete. If they were to wait until their distribution is 100 per cent thorough before they advertise, there would be very little advertising.

Distribution and advertising should go hand in hand. Distribution can be accomplished very much more quickly when advertising accompanies it and of course advertising is vastly more effective in making sales when there is adequate distribution. This was well stated in *PRINTERS' INK* by William H. Ingersoll, of Robert H. Ingersoll & Bro., a few years ago, when he said:

"Neither distribution nor demand can precede the other without loss, without wastefulness and therefore without loss of efficiency. If we are going to wait for distribution until we have created a demand, we will wait forever, or nearly forever. On the other hand if we are going to create a demand without distribution—rather if we are going to try to create a demand without distribution; without advertising, there again we are going to delay the time that we reach the success to which we are entitled. In other words, the most economical, the most efficient way, in my opinion, of handling this subject of distribution and demand is to go ahead in a moderate way and advertise and take the sales methods that are at hand and keep the demand going by getting all the distribution you can."

USUALLY WISE TO GET SOME DISTRIBUTION FIRST

The method suggested by Mr. Ingersoll is the one most commonly employed. Most manufacturers feel that to advertise nationally without having some sort of distribution would be sheer waste. The usual practice, therefore, is to try to get at least a scattering distribution before a widespread advertising campaign is attempted. Distribution is usually won gradually, a district at a time. A popular and well-approved method is the very one that the W. S. Hill Co. is using for its client. Strong local advertising accompanied by intense sales work in the territory in which it is appearing, has step by step achieved national distribution for many a product.

As to the wisdom of this procedure there is no doubt. But at what stage of this distribution campaign the national advertising should be started to supplement

THE PART WE PLAY IN POSTER ADVERTISING

The banks of every city do business with a Clearing House.

National advertisers who use Poster Advertising do business through a Clearing House of Poster Advertising.

The poster plant owners who operate posting plants in over 8,000 cities in the United States and Canada, secure their business from a Clearing House of Poster Advertising.

Our business is to act as a Clearing House for the advertiser as well as the poster plant owner, who owns all of the regulation framed poster boards, which are 25 feet long by 11 feet high, in these 8,000 cities; and in addition to that, we co-operate with the advertiser in securing and selecting designs for posters, and also advise in regard to the Poster requirements of cities the advertiser desires to use. We further assist the advertiser to fit Poster Advertising to his other publicity plans.

It would be impossible to enumerate in this advertisement the service rendered by our organization, because it varies according to the nature of the product advertised.

We are at your service (without obligation to you) should you desire further information.

IVAN · B · NORDHEM COMPANY

Poster Advertising in the United States and Canada

8 West 40th Street

New York City

Bessemer Building

Pittsburgh, Pa.

OFFICES IN

Chicago, Buffalo, Kansas City, Minneapolis, Cleveland

Canadian Representative

THE WADSWORTH-NATHANSON CO.

TORONTO, CANADA

the local effort, is a question on which opinion differs. It is common belief that many such campaigns have been started too soon or before the ground was thoroughly prepared for them. On the other hand it is unquestionably true that many others were not started soon enough. Some one has said, we believe it was Mac Martin, that this problem is like the Irishman's boots, which were so tight that he could not get them on until he had worn them a year.

A good many manufacturers have labored over their distribution for years before they started to advertise. They built solidly, it is true, but the modern idea is that their methods were too slow. They could have attained their distribution in a very much shorter period of time had they enlisted the aid of advertising.

That national advertising is, itself, an excellent means of getting distribution has been proven in numerous instances. Where a product is wholly new, it is often necessary to give it a general vogue, to create public acceptance for it before dealers will even think of stocking it. In a sense the nation has to be educated in the necessity for the product before it is possible to get much distribution.

WHEN ADVERTISING MAY PRECEDE

There are many ramifications to this question. The course of procedure in any given case will depend largely on the product, trade conditions and other factors that may influence individual instances. It should be remembered that distribution does not mean the same thing in all lines. For one article 100 dealers in the United States may represent a fair distribution. Another article may be inadequately distributed even though on sale in 50,000 stores. An automobile may be ready for national advertising if it is offered by a few dozen well-distributed dealers. A chewing gum may not be a candidate for national exploitation until its dealers are numbered in the hundreds of thousands.

The number of possible users for a product also determines whether or not general advertising can precede distribution. Where the prospects are comparatively few, or where they represent a class, it is often possible to advertise to them with the intention of getting their help in effecting distribution. In the case of many automobile accessories, for example, national advertising has been started almost as soon as the product is put on the market. The reason for this is that the principal dealers in strategic centers could be quickly reached and a semblance of distribution obtained almost over night. Besides, automobile owners have shown themselves to be peculiarly responsive to any advertising appealing to them as a class. They get the national message so quickly that the use of this form of announcement has proven an economy, both in time and in money, to the advertiser.

National advertising is also used, though there may be no distribution, where there are a few possible big customers for a product, although just who they are is not known to the advertiser. Three years ago an old house in another line brought out a new sort of motor car accessory. Its logical customer would be the automobile manufacturer. Instead of going to these manufacturers, however, it advertised nationally to tell autoists about its discovery and in a few weeks the automobile makers began coming to it. In a short time it had arranged for the disposition of its entire output with four or five of these manufacturers.

Such cases, however, are the exception rather than the rule. The safest plan for most propositions is to hitch advertising and distribution together as a team and then drive into the national market behind them.—[Ed. PRINTERS' INK.]

Pittsburgh Agency's Appointment

Louis Paul Schweinberg has been appointed director of art of The Richard S. Rauh Company, Pittsburgh.

Where Good Advertising Pays

Painstaking effort in preparing the right copy, good taste in choice of art work are amply repaid when advertising appears in the *American Fruit Grower*.

The *American Fruit Grower* is not just a farm paper. It is the only national journal reaching exclusively the most progressive and most prosperous class of agriculturists—the fruit growers. It reaches a class of buyers responsive to intelligent advertising, for their occupation demands more intelligence than any other branch of agriculture.

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Publisher

Advertising Representative
JOHN M. BRANHAM COMPANY

Chicago
Mallers Bldg.

Detroit
Kresge Bldg.

New York
Brunswick Bldg.

Atlanta
Candler Bldg.

St. Louis
Chemical Bldg.



"The principle of the league of nations has been accepted."

— Mark Sullivan in *Collier's* for February 1.

WHATEVER views one may have about the little fellow pictured above, he is the center of attention on the Quai d'Orsay.

If America is to have anything to say about his future, one way or the other, America must know all about him.

Somewhat more than a million Americans have already selected *Collier's* to be their informant and interpreter. The better material it gives them, the better they will like it; and as our advertisers are a large part of *Collier's*, we have asked the Editor to set down here for their information his program dealing with the League of Nations not only, as Mr. Wilson would say, but with the international situation in general.

More Than a Million a Week

Collier's and the International Situation

(Additions to be made later.)

Series 1.—On the Peace Conference, by MARK SULLIVAN, via mail and cable. Mr. Sullivan believes in "open covenants, openly arrived at."

Series 2.—On Russia and the Balkans, by ARTHUR RUHL. Are the Bolsheviks *people*?

Series 3.—On Germany and the Reds, by WEBB WALDRON, our Paris editorial representative now in the midst of Berlin's civil war.

Series 4.—On Reconstruction, covering England (by RICHARD WASHBURN CHILD, soon to be the guest of the British Government), France, and Italy, by EDWARD HUNGERFORD.

Series 5.—On Foreign Trade, by EDGAR MELS.

Series 6.—On Demobilization of the A. E. F., by WILLIAM ALMON WOLFF.

Collier's
THE NATIONAL WEEKLY
J. E. WILLIAMS, Advertising Manager

52 **Year**
More Than ~~a~~ Million a Week

.....

To the Advertising Fraternity

IT IS my sincere pride and pleasure to present Mr. Bayard W. Barton, for years our general manager, who now assumes control and active management of Critchfield & Company. Mr. Barton, having purchased the stock interests of Mr. F. A. Sperry and myself, will carry the title of Vice-President and General Manager.

Mr. C. H. Porter, who now becomes President of the Company, has made it possible for a number of the younger men of the institution to acquire his stock holdings.

Mr. Sperry and I also remain with the organization, with the respective titles of Vice-President and Chairman of the Board, devoting our activities more particularly to the accounts with which we have been associated.

The new directorate will also include Mr. B. F. Sawin, Mr. M. B. Hart and Mr. W. M. Smith.

E. Critchfield

Critchfield & COMPANY

CHICAGO

NEW YORK

BOSTON

DETROIT

MINNEAPOLIS

.....

A Clean-Cut Victory for "The Package Idea"

How Hills Brothers Proved that Advertised, Branded Dates in Packages Are Preferable for Manufacturer, Retailer and Consumer

By Douglas Emery

THERE is no question in which advertising men should have a more profound interest than that of packaged versus bulk goods.

Does the packaged product represent a genuinely bigger opportunity for profit to the manufacturer?

Does it aid the retailer in the conduct of his business, and how?

And last and most important of all: do or do not packaged goods constitute an unwarranted expense to the consumer? Is the "package idea" undesirable in the long run from the social point of view?

Never in business history were these problems so important as they are to-day. Take, for example, the matter of packaged food products. There is no use denying that during the war there were powerful forces at work which operated in favor of bulk goods and against packages.

In the past, as our readers will recall, there have sometimes been officials of State or local governments, who, because of their lack of understanding of the economics of distribution, have argued that bulk goods are more economical for the consumer, and have sometimes not hesitated to express their belief in public. The attitude of the United States Food Administration during the conflict cannot be too highly praised for its wise handling of this subject. Nevertheless, during the war we have seen some packaged goods almost withdrawn from the market because of restrictions on raw materials; we have seen the Canadian Government place an actual ban on the use of canned vegetables for a definite period of time, in or-

der to assure the consumption of the fresh vegetables coming on to the market in large quantities; and we have seen shortages of supplies forcing new types of packages to be developed and some old familiar favorites to disappear from the grocer's shelves. It is not to be wondered at, therefore, that the public is to-day more than at any other time in the last fifteen years, badly in need of decisive and forceful education on the value of packaged goods.

PACKAGE FOUND TO BE ESSENTIAL

We believe that in this juncture our readers will be interested in hearing the story of one business house, which had an experience over a period of years, with the "package idea."

This house has undertaken a widespread campaign of education, which has put a familiar food product on an entirely different and far more satisfactory footing; and has found that this campaign was only possible because the product was packaged. The story is thus not only a demonstration of the value of the "package idea," but it shows that this idea does not reach its full effectiveness unless it is combined with a vigorous advertising policy. The business house referred to is the Hills Brothers Company, of New York City, one of the oldest and largest organizations among food importing firms. The product in question is Dromedary Dates, with which every reader of PRINTERS' INK is familiar.

Our readers will, of course, understand that in discussing the economic aspects of the "bulk vs. package" idea, we are taking a long-time view of the matter, and are not looking merely at

the present moment. The war has complicated the whole situation tremendously, and its effects may be felt for many months to come. Both packaged goods and bulk products have increased in price; though an investigation all down the line among food products in general would probably

PRINTERS' INK believes that any such assumption would be unwarranted.

INCREASE NOT DUE TO PACKAGING

Take as a concrete illustration the product we are talking about in this article—Dromedary dates. It is quite true that the housewife

is just now paying a decided increase for this product; but this increase is not all unfair when you realize that bulk dates, when obtainable at all today, are also a great deal higher than before the war. Moreover, it must be remembered that the grower of the dates is now receiving a 400 per cent greater price for his product; ocean transportation has advanced between 500 per cent and 600 per cent; and the cost of labor, for packing, cartons, domestic transportation, etc., has undergone the same increase which every manufacturer has experienced. There is, as a matter of fact, temporarily a genuine shortage of dates, and under all these circumstances it would have been

Dromedary Dates



Nature's War-time Confection

Children love Dromedary Dates—let them have all they want—dates are healthful and nourishing.

They are so rich in sugar and so delightful in flavor that they are a natural confection and take the place of candy in the most satisfying way. Two dates actually save one level teaspoonful of sugar.

Dromedary Dates are very carefully selected, luscious golden dates—tempting in appearance, delicious in flavor.

Serve Dates Instead of Candy

Serve them just as they come in their individual dust-proof package, or stuffed with nuts, marshmallows or Dromedary Coconut.

A parcel will bring you this kind without charge, and enable you to make a pleasing change in your daily menu, at the same time encouraging your sugar supply.

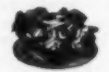
The WILLS BROTHERS Co., Dept. 66, 216 Washington Street, New York



Two dates actually contain natural sugar equivalent to one level teaspoonful of refined sugar.



Dromedary Date and Coconut. Dromedary is a growing and most popular variety of date, and is the most widely distributed variety. Each one and one-half inch in size.



Grouped and Date Label. 1 day, Dromedary Dates. 1 day, Dromedary Dates.

These dates are packed in their original boxes and sealed for use in their original boxes. They are also packed in their original boxes and sealed for use in their original boxes. They are also packed in their original boxes and sealed for use in their original boxes.

PACKAGING THE DATES MAKES POSSIBLE THIS TYPE OF YEAR-ROUND APPEAL

show that the increases on bulk goods have been greater than those on packaged lines. It would be easy to look at one of these factors without the other and, considering the packaged goods alone, declare that they gave the manufacturer an opportunity to raise prices which constitutes a social "liability" at such times as we have been experiencing.

impossible to prevent an increase in price; but all this is a temporary, war-made condition, and has nothing to do in reality with the general question of the advantage of the packaged product, in the long run.

In order to understand completely the remarkable result which was achieved by the application of the "advertised pack-

age" idea to the date business, it is necessary for me to recite briefly some of the outstanding conditions in the date trade prior to the application of this idea.

The dates which are imported into the United States come principally from one small section of country which lies at the head of the Persian Gulf in Arabia, just west of the western boundary of Persia. The city of Basra (it is spelled in several ways) which is situated on the broad stream which constitutes the combined mouth of the Tigris and the Euphrates rivers, is the port through which the dates reach tidewater. This section of Arabia has been the scene of extensive military operations by Great Britain during the war and a number of improvements, tremendous in their scope, have been undertaken by the army authorities.

Prior to ten or fifteen years ago, dates in the United States were associated with just two holidays—Thanksgiving and Christmas, with the latter far more important. Practically the entire crop, so far as the United States was concerned, had to be sold during November and December. A man who had any quantity of dates on hand in January lamented his fate, knowing there would be a very limited demand until the following autumn. It was always an open question, as a matter of fact, whether the dates would even reach the United States in time for Thanksgiving. The harbor below Basra has treacherous sand bars in it and large vessels frequently find it necessary to wait several weeks before the full-moon tide permits a safe passage. With the grocery trade in the United States waiting eagerly for shipments of the new crop of dates, there was naturally keen rivalry among importers to get their cargoes into the market in the shortest possible time. Specially built, fast vessels were utilized in this trans-Atlantic date-carrying business, and there have been some sensational races, when the captains would strain every nerve,

overtax their machinery, and use all the tricks known to racing yachtsmen in order to place their cargo on the wharves at New York a few hours before their rivals.

All this was, of course, before the era of packaged goods. Bulk dates were then as now, distributed in large wooden cases, which, when opened, inevitably exposed the dates to dirt and flies. As can well be imagined, a food product presented in this form did not seem very appetizing to the consumer.

To Hills Brothers, however, it seemed that there ought to be a real all-the-year market for dates in the United States. They knew the nutritiousness of the date, as well as its universally enjoyed flavor; and while they realized the difficulties inherent in the attempt to build up a year-round distribution, they also recognized the rewards which would come to the importer successful in doing so.

SMALL PACKAGES HELPED SOLVE SEASONAL PROBLEM

"We quickly found that the answer to our problem had two elements in it—a packaged product, and liberal advertising," reports J. M. Hills, secretary of the Hills Brothers Company. "The package was necessary in order to give the housewife an absolutely clean product in a form which would keep for a long time on the grocer's shelves or in her own pantry; and the advertising (of an educational character) had to be employed to make her realize that dates could be used every month in the year, instead of being only a luxury to be eaten as a confection at the Thanksgiving and Christmas dinner tables.

"By putting the product into small packages, we also protected ourselves. The limited seasonal market in November and December was one which could easily be flooded. The grocer would only buy a limited quantity; and if the crop was unusually large, we were faced with a surplus

product in a falling market.

"If we could distribute our sales and the grocer's sales over the entire year, it would also cost us less per unit to handle our product. The disadvantages of a seasonal demand, which makes a great strain on warehouse and other facilities for a short time in the year, demands that labor be employed and discharged again, and takes attention off other branches of your business for a short period of the year, are too well known to need repetition. It was the old problem of the 'peak load' with which we were faced; and while we did not expect a completely uniform distribution over the twelve months (for in the summer, the advent of fresh fruits will cause a decrease in the sales of dates) we felt that the more of our 'peak load' we could iron out, the better for us.

"The task of establishing the new idea was no idle holiday's job. In the first place, we had a long and hard battle to find a packaging system by which the dates would not dry out too quickly. In general, the smaller the package, the more rapidly the dates would dry.

"Again, the customer did not show any disposition to welcome the new packaged dates with loud cries of joy. It is obvious that you cannot sell a carefully prepared package of dates for the same price as a similar weight of bulk dates; and therefore, the consumer who had been using bulk dates was inclined to resent the package, until Hills Brothers used an argument—both in advertising and by word of mouth education of the retail grocer, who could pass along the facts to his customers—which proved conclusive. Our contention—backed with extensive experiments—was that on the average, 25 per cent of all bulk dates bought were not satisfactory for use as in a package such as Dromedary, and therefore the packaged goods represented a genuine economy, assuming that the housewife really wanted goods of this character, which we know she did and does.

"The retail grocer did not take at all kindly to the packaged product, either. In part, this was just old General Apathy on the job as usual. In part, also, it was due to his desire to keep all the factors in the merchandising situation in his own hands. With the bulk product, he could raise the price at his own discretion, and no one was the wiser; or, to speak frankly, if his scale did not register with absolute accuracy, the customer was still happy. Here again, however, we found that a little plain educative advertising and word of mouth salesmanship worked wonders. We pointed out to the retail grocer what a dirty, mussy product bulk dates are to handle; we reminded him that every time he made a sale of bulk goods, he had to go and wash his hands, which wasted his time; and we pointed for him the possibilities of a year-round sale instead of a business all concentrated in two months.

"We did not, of course, cut off the sale of bulk goods. We still do sell bulk dates, and large quantities of them. We have also several grades of dates in packages, so if the grocer and his trade want something cheaper than the advertised Dromedary line, we are able to supply them. Educating people up to the advantages of the packaged product takes time; and until that process was completed, we found it necessary to upset our normal trade relations as little as possible. In fact, I expect that we shall go on selling dates in bulk for a long time to come.

OPPOSITION OF SALESMAN AND HOW IT WAS OVERCOME

"Finally, we had a royal battle with our own salesmen before we secured their whole-hearted allegiance to the new idea. Our salesmen calling on the jobbers were accustomed to thinking in carload lots. Naturally, when the packaged line was first put on the market, we could not expect the trade to buy large quantities of what was after all more
(Continued on page 25)

Philadelphia

is the third largest market for

Toilet Articles

in the United States

The women folk in the more than four hundred thousand homes in Philadelphia are like all the "daughters of Eve," constantly interested in those dainty articles for toilet such as good scented soaps, talcum powders, delicious perfumes, hair brushes and the many other things that add to feminine charm.

Their husbands and brothers, fathers and sweet-hearts likewise are constant consumers of shaving soaps, creams, etc., hair tonics, safety razors and the like.

Millions of tooth-brushes, tooth pastes, powders and liquids are used annually by "the Bulletin family."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper nearly every Philadelphia jobber, wholesaler, retailer and "ultimate consumer" reads—

The Bulletin

Net paid
average
for 1918

430,614

Copies
a day

"In Philadelphia nearly everybody reads The Bulletin"



The old nurse quits—*who now?*

AMERICA today successfully produces potash by three separate processes. Still more potash is secured as by-product from cement dust and iron ore.

Blackman-Ross

ADVERTISING

Our coke-making industry is revolutionized. Millions of dollars' worth of dyes and high-priced chemicals will come out of our coke ovens as new by-products.

Before the war we produced only a few thousand tons of manganese a year. We imported over half a million tons. During 1919 we will probably produce over 800,000 tons of this metal.

An American dye industry is created before our eyes. Commercial fertilizer can develop big. We have become more self-sufficient in naphthaline, barium, carbolic acid and many other chemical products.

But now these new-born industries are deserted by their first nurse—War. A new nurse is needed to protect their early childhood.

Advertising answers. Over and over, those who know her, tell of her ability to protect an industry in its market. Given the opportunity, she will reveal herself in new and unexpected power !

Is your business ready?

Company **New York**
95 MADISON AVE.

—“a word unsaid is still to say”

I have advertised that I will “tell you what Universal Industrial Motion Pictures and Universal Guaranteed Circulation will do for you”—and although I am almost swamped with inquiries I am keeping my promise.

But—before I can turn an inquiry over to our Plan Department it is nearly always necessary to ask my correspondents what they want a motion picture to do for them. That delays the plan.

We cannot make a specific plan to fit your purpose unless we know what that purpose is.

—send me that missing word

Say what territory you want to cover, and just what you want your picture to do. For instance—

- | | |
|--------------------------------|-------------------------------------|
| —general advertising | —move goods for dealer |
| —increase distribution | —popularize brand |
| —educate dealers | —in the export field |
| —localize National Advertising | —part of intensive selling campaign |

Or to use within your organization—to demonstrate sales methods to salesmen; shop practices to operatives; efficiency methods to production heads; for educational, morale or welfare work, or as a permanent record of your plant or organization.

—then I will build a plan for you

It will fit your exact problem—Guaranteed Circulation in selected or general territory—dealer's towns or all-America. It will suggest a scenario idea. It will give total cost, and cost per capita in comparison with other media—and much more than I can tell here.

No expense to you, or obligation. Just write me confidentially. And send me some of your advertising matter. Address me personally, please.

Harry Levey, Mgr. Industrial Dept.

UNIVERSAL FILM MFG. CO.

Largest Producers and Distributors of Industrial Motion Pictures in the Universe

STUDIOS AND LABORATORIES
UNIVERSAL CITY, CAL. AND NEW YORK, N. Y.
OFFICES, 1600 BROADWAY, NEW YORK CITY

or less of an experiment; and so we asked our salesmen to continue selling bulk goods in the same quantities as before, but to add to every order, if possible, a small lot of the packaged product. The salesman felt that this was pretty 'small potatoes,' for a man like himself to be handling, and he didn't always use as much persuasion as he might."

That this opposition on the part of the salesmen was finally conquered as completely as it has been was largely due to the patient and enthusiastic work of Mr. Hills himself. He would take up the matter with man after man, arguing with him that if he could once get the packaged line going, he would have something which would repeat almost automatically, requiring a minimum of his own time and attention. He would go into the elementary economics of advertising with these men, showing them how it helped them to sell to the dealer because it made easier sales for the dealer himself. Efforts like these began to have their results, and this was especially true as the men found that Mr. Hills was right; that the business on the packaged goods would repeat automatically, and practically on a non-price basis, whereas the business in bulk goods had to be sought for every year, with the constant possibility of being obliged to cut prices in the face of competition.

BULK SALES CONTINUE

It is interesting to note that the growth of the package business, which has been rapid and continuous, has not been followed by a decline in the bulk sales. The educational advertising which has appeared during the past nine years in regard to Dromedary dates, has had excellent results in boosting the sales of the bulk product as well. To-day, the United States is second among all the great nations of the world in the consumption of dates, whereas it previously occupied third place.

The advertising efforts in behalf of Dromedary dates have

very carefully been kept off the beaten track of what copy writers facetiously term "Oriental stuff." No pictures are shown of languorous and plump damsels reclining on couches or star-eyed daughters of the desert consuming the dates.

"It is true that the American public associates the idea of the Orient with romance of a certain sort," Mr. Hills admits. "And in view of the fact that our product has such a romantic origin, advertising men have frequently wondered why we did not play up this side of the matter. The answer is, while Americans think of the Orient as romantic, they also think of it as dirty. We do not want any unfortunate and entirely unwarranted stigma of that sort applied to Dromedary Dates."

Great strides have been made during the past few years all along the line in the matter of scientific and skilful handling of both the packaged and the bulk products. In the company's factory in Brooklyn, N. Y., said to be the largest single factory for packing dried fruit products in the world, all the rules of cleanliness that a most scrupulous observer of hygiene could require, are followed. Because of the "morale," which has been achieved inside the organization as the result of the advertising, in a way too familiar to our reader to require comment, it has been possible to inaugurate a whole series of innovations. With some difficulty, the girls who packed Dromedary dates were persuaded to wear a suitable uniform (of a dull color, since the dates would stain the white uniforms in a few minutes). Thereupon, the girls who packed Dromedary Coconut, and who were not yet in uniform, all demanded that they be set packing dates! Carrying out the original plan, the girls who packed coconut were then put into white uniforms; whereupon the date packers declared as a body that they wanted to go and pack coconut!

With the entrance of national advertising into the scheme of

things, a new attitude arises among the factory managers as well. They come to a realization of the necessity of making and packaging goods in a way which will appeal to the consuming public. In their efforts to maintain the advertised standard of excellence, they put the production end of the business on a much more efficient and responsive basis.

FAR-REACHING RESULTS OF THIS ADVERTISING

To sum the whole matter up then: by the introduction of the package idea and liberal advertising, the company has changed a product which was salable only for a few weeks in the late autumn into one with a year-round appeal; it has enormously increased the total annual consumption not only of the packaged product, but of bulk goods; it has educated the housewives of America to use as a staple addition to the family diet, something which was once a luxury; it has increased the grocer's sales for him on the product, while at the same time reducing his overhead costs on these items by making it much easier for him to handle the goods, and by doing reason-why educational work on his consumers, which makes them buy the product, instead of its being sold. We believe our readers will agree that these various factors taken in combination with the others mentioned in this article constitute a powerful argument, and one which well deserves to be read into the record, as an exhibit in "the Case of Packaged Goods versus Bulk."

Agencies Should Seek Nothing But Best Accounts

TAYLOR AVIATION FIELD
ALABAMA

Editor of PRINTERS' INK:

As an old salesman of two of the most important lines known to manufacture—farm implements and automobile supplies—may I horn in on the discussion of advertising ethics suggested in your Schoolmaster item on the tempted advertising agency, in the January 2 issue? I should have spoken up sooner, but have been too busy sell-

ing stamps and soothing impatient soldiers—or attempting to soothe them.

Did your agency friend resist the temptation and turn the unworthy account down? Here's hoping. When over-rated goods are thrust on the market what net good results to anyone? The public is not getting the worth of its money, and heaven knows to-day, with prices where they are, Mr. Consumer ought to be treated with utmost decency. As to the agency promoting the account, surely it must have some conscience-twinges, as each child of its brain appears; knowing that it is going to do its bit in betraying the public into turning down an established, meritorious product for an upstart, unworthy product. And why expect the public to insist on advertised goods, when they know of unadvertised that are better for less money? It is insulting their intelligence.

Does the manufacturer of the mediocre product benefit as greatly as would appear? I think not. Mediocre goods, palmed off as first-class, sooner or later slip down to the proper level, and who better than you gentlemen know this.

Furthermore, the better sort of salesmen do not stay long with such lines of goods. They cannot excuse themselves for taking the public's money and giving it a second-class or third-class value. They prefer to be with the first-class values, and as a result you must have observed that there is a higher average of personnel selling the really good automobiles and tires, for instance, than there is selling the pretenders. Then consider the tremendous advantage accruing to the sterling-stuff. Of course, this salesman-migration occurs in all lines, but especially, I believe, in lines whose selling involves much retail work. The greater number of interviews you have daily, the closer you come to the ultimate footer-of-the-bills, the more your conscience is outraged by the act of knowingly selling over-rated merchandise.

I may seem to be preaching, and so I am—preaching commonsense, as nearly as ten years of selling (and advertising) experience equip me to preach it.

With America going after world trade, there seems to me no justification of any but full-value merchandise. If advertising agencies will steadfastly reject the charlatan stuff, they will have a right to the entire confidence of the world's people, as it reads their arguments, and that confidence is a gravely important asset now, especially.

FRANK C. SAGE,
Care of Army Y. M. C. A.

Peabody Sales Manager of Atlantic Monthly Company

N. J. Peabody, advertising manager of the Atlantic Monthly Company, Boston, has been appointed sales manager of the company and its allied interests. He will continue to act as advertising manager.

W. C. Giffing has joined the New York office of the Atlantic Monthly Company.

Harry V. Davis Joins Turner Advertising Co.

Harry V. Davis, formerly manager of sales promotion of Montgomery Ward & Co., Chicago, has returned from service in the Navy and is now associated with the staff of the Turner Advertising Company, also of Chicago, in charge of merchandising investigations and general service work.

Before his association with Montgomery Ward & Co. he was for some years affiliated with Henri, Hurst & McDonald, the Macavoy Advertising Company and the Mahin Advertising Company, now the Wm. H. Rankin Co.

George A. Lehmann, Western manager of the American Co-operative Publishing Company, has also joined the Turner agency. In the past he was connected with the American Ever Ready Works, Long Island City, N. Y., and the French Battery and Carbon Company, Madison, Wis.

From Y. M. C. A. to Cleveland Manufacturer

Ralph W. Leavenworth, secretary in charge of war work recruiting at the Central Y. M. C. A., Cleveland, has been appointed assistant advertising manager of the Standard Parts Company of the same city.

James Munn Advanced With McGraw-Hill Publication

James Munn, formerly western manager, and more recently New York and New England representative, has been appointed business manager of *Chemical and Metallurgical Engineering*, New York.

E. H. Bedell, formerly Eastern representative of this publication, has been reappointed to that position, having completed his service with the Government.

Woodhead With Sperry & Hutchinson Co.

William Woodhead, formerly publisher of *Sunset Magazine*, San Francisco, and an ex-president of the A. A. C. of W., has been appointed director of advertising and publicity of the Sperry & Hutchinson Company, New York. Miss J. J. Martin will continue as advertising manager.

Harley L. Ward Back With "Association Men."

Harley L. Ward has returned to his former position as western representative of *Association Men*, New York, after six months' service at Camp Zachary Taylor, Ky.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Advertising and Its Salesmen

More Representatives of Publications Needed Who Will Sell Space with Reference to the Needs of a Particular Advertiser

By Charles Austin Bates

THE recent exchange in PRINTERS' INK of the views of Harry Varley and Otis Emerson Dunham, of Page and Shaw, was more interesting to me as showing different ideals of success than as an attempt to determine exactly what constitutes advertising.

The cry of the professional advertising man is ever—big, bigger, biggest. Success to him means increased sales, increased profits and expansion.

He can see success in no other light, because the desire in others for such success is what gives him employment. He looks at every business in the same way. He knows that advertising, in its generally accepted sense—magazines, newspapers, car signs, posters—will increase the sales of any worthy product.

So, honestly, he urges advertising on everybody—taking no heed of manufacturing problems, financing, or the goal in the mind of his prospective client.

It is conceivable that a man should not want his business to grow greatly beyond a certain safe and comfortable point—a state of mind beyond the comprehension of a professional advertising man. His business is to increase sales and he knows nothing and cares less about the mental and physical anguish of producing the goods to fill the orders.

Mr. Varley heralds "the express train to success", but forgets that express trains are often wrecked and also that speed is not conducive to comfort.

Most of us strive for financial success in order that we may do pleasurable things. But what is more pleasurable than a business of high quality carried on without turmoil and worry—a business so solidly entrenched, by reason of the pre-eminent quality of its product, that the owner doesn't have to watch it every minute.

High speed machines and high speed businesses are dangerous. A good many of us would rather ride in limousines at thirty miles an hour than in racing cars at ninety.

Speed is the desire of youth—safety and comfort the aim of later years. I suspect Mr. Varley of being nearer thirty than fifty and Mr. Dunham nearer fifty than thirty.

"The express train to success"—is there really such a thing? Right advertising will surely shorten the time in which a given volume of sales can be reached, but will it shorten it enough to be called "express"?

AFTER ALL, ADVERTISING IS NO
MIRACLE WORKER

Let's start a new business—of course we must advertise it, but not necessarily in the way that advertising men call advertising—but whatever we do and however we do it, it will be some years before we can see it solidly established. Almost invariably it seems to take five or more years to show an actual profit.

It seems to me that nearly all advertising men bring discredit on advertising by claiming too much for it. They are honest in their enthusiasm. They remember the advertising successes, but forget the failures. And in spite of Mr. Varley's contention that the Page and Shaw window displays, distinct packages and peculiar architecture are advertising, it is a fact that advertising men do not generally so regard them.

To both professionals and laymen, advertising has come to mean the general and accepted forms, newspapers, magazines, posters, street-car cards—appeals to the general public, publicly made. Even direct-by-mail campaigns of printed matter, though they be on a fairly large scale,

**10% extra commission
for "rated sales" subscriptions**

It *pays* our subscription salesmen to seek out, and sell Leslie's to, the most substantial people in their community.

They receive 10% extra commission for "rated sales"—subscribers whose substantial place in their community is proved by being listed in one of the following great national business or professional directories:

1. **Executives** (president, vice-president, secretary, treasurer, general manager) of a business rated in Dun's or Bradstreet's.
2. **Bankers**, etc., listed in the Bankers' Encyclopedia.
3. **Physicians or surgeons**, well enough known in their communities to be listed in Polk's Medical Directory.
4. **Lawyers** listed in Martindale's Lawyers' Directory.
5. **Dentists** listed in Polk's Dentists' Directory.
6. Any one of the 22,968 persons listed in Who's Who in America.

We've paid this bonus on 40% of the subscriptions on our books today.

500,000 a week

Leslie's

Illustrated Weekly Newspaper

L. D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



Fred H. Walsh has joined our advertising organization, to increase our ability to serve advertisers. Mr. Walsh will also personally look after the mutual interests of Leslie's and of a number of leading Eastern national advertisers.

BUSY MEN **in Philadelphia**

who
value Truth
and Time
guard both
by reading

THE **PHILADELPHIA** **RECORD**

"Always Reliable"

are not usually spoken of as advertising.

So, when Mr. Dunham says that his business has developed "practically without advertising," he is accurately telling the truth to people who have the generally accepted understanding of what the word means.

If, as Mr. Varley says, "the embossed-in-color packages" of Page and Shaw are advertising, then any package, with a name, or other identifying mark on it, is advertising. Perhaps it is—but if so then there are no businesses that do not advertise and everybody ought to be happy.

But the point seems to be that Mr. Varley scolds Page and Shaw for not getting aboard "the Publicity Express." He is not so much concerned that they really do advertise when they say they do not, but he wants them to advertise differently. And he clearly intimates that "the goblins will get 'em ef they don't watch out."

Curiosity led me to look up Page and Shaw in R. G. Dun's fascinating green volume and I found them rated at seven hundred and fifty thousand and more—first grade of credit.

That looks to me pretty much like success, and I wonder how many candy makers, who use general publicity advertising, such as Mr. Varley so convincingly recommends, have progressed farther?

NOTHING NEW IN THIS BAG OF TRICKS

Last year a business with which I have been concerned for sometime, and which theretofore advertised only by mail, made an appropriation for magazine space, large enough to have created quite a commotion in the days not so long ago when I was an advertising agent, but which buys about three white chips in the game as it is at present organized.

Since then I have been talked to by divers and sundry advertising men, each of whom knew for a dead moral certainty that our real success depended upon our boarding his particular express. And

not one of them—no, sir, not a durned one—had first taken the trouble to find out the grade of goods we made, how we sold them, how widely they were distributed, or what we really wanted our advertising to do for us.

Yet each and every one was sure that his medium would do the trick.

From one man I got good information and intelligent general advice, which I followed, but he was not seeking an order—his publication had already been decided upon. Another engaging young man made a favorable and lasting impression for his paper by saying: "From what little I know about your business, I understand that we cannot be useful to you now, but I would like to tell you about The —, so that when you are ready to use our class of media you will know about it."

Most of the boys who sell advertising space have only the one idea—to sell the space, and generally their strongest argument is that other manufacturers in the same line buy it. "It must pay them or they wouldn't use it"—forgetting to observe that the copy used by these manufacturers is such that, to save their souls from perdition, they could not tell whether it paid or not.

I am told there are a few salesmen of advertising space who know what they have to sell—which really isn't space at all, but the opportunity of reaching definite groups, of definite kinds of people, definitely located—and who first find out what the advertiser makes, to whom he wishes to sell and how, before trying to tell him how good the space is for him.

And how much more confidence in advertising these men give—how distinctly they dignify their calling. They are not the ones who say "advertise and all your troubles will be over." They don't say: "Advertise with me because your competitors do"—unless they can point to definite results the competitors have reaped and tell you why.

So far as I can see the quality of salesmanship for publication space has not greatly improved in the past fifteen years, but when it comes to advertising agents (barring their predilection for capital P psychology) the advance is almost startling.

What do you think of an agent, who on being offered a large and succulent account, asked questions and after prodding around a while said: "You are not ready to advertise yet. It will take six months to study your field, organize your records, co-ordinate your sales force with your advertising plans and prepare to handle the new sales in a way that will not make boomerangs of them?"

An agency salesman, on taking charge of the advertising of a boiler manufacturer, said: "I don't know enough about boilers to advertise them. I guess I'll go out and sell a few of yours before I attempt to write about them."

An agent with a new account interviewed a hundred consumers of the product and several dealers before attempting to write or plan.

This I believe is called "Trade Investigations" in the new vocabulary of advertising and frequently it is fluff and pink ribbons, but when employed in earnest and not simply to "register" efficiency, it may be made useful. I doubt if it often has any very marked effect on the plan or the copy, but it is interesting and surely shows that the advertising agent is intelligently seeking knowledge before he spends his client's money.

The modern agent does not tell his clients that advertising is "the express train to success." He knows better. He knows that success means not only sales, but satisfactory black figures in the auditor's report at the end of the year. He knows that quality, cost of production, financing, credits, terms, sales organization, statistical records, correspondence—all these come ahead of advertising and must be co-ordinated with it, or the "express train" will turn out to be simply a locomotive running wild.

A Double Check in Revising Technical Booklets

VACUUM OIL COMPANY

NEW YORK, JANUARY 17, 1919.

Editor of PRINTERS' INK:

We have read with interest the article entitled "Instruction Books That Really 'Tell How'" in *PRINTERS' INK* for January 9.

In this Mr. Wadman enlarges on the difficulty usually encountered by concerns in preparing instruction books on technical subjects, suitable for use by laymen.

He states that both the advertising and engineering departments avoid writing such instruction booklets, principally for the reason that the former is not sufficiently equipped technically, and the latter is too technically equipped.

The practice followed by the Vacuum Oil Company in writing its technical papers may be of interest to firms desirous of putting out such instruction books.

These papers, twelve in number, of which six have already been published, cover the construction, operation and lubrication of various types of machinery.

In preparation, the text matter of these papers has been written first by the technical department, then re-written by a member of the advertising department, who approached the subject as a layman. Thus all points not intelligible to a person lacking technical training were made plain. The paper was then again revised by the technical department, to check the accuracy of all statements, after which it was usually ready for the printer.

The illustrations are all carefully keyed to the text, and are printed in three colors; black for the machinery, green to show water, and red to show oil. The practice of keying all illustrations to the text has been followed by us for five years.

The Vacuum Oil Company's technical papers are printed on the finest of stocks, in some cases from tint blocks, and these pamphlets, which do not in any way mention our products, are in use as text books in many colleges and universities in the United States. They were also used largely for instruction purposes in the training camps of the United States Army during the war.

EEN GRIFFITHS,
Advertising Manager.

D. J. MacNichol Leaves Agency Field

D. J. MacNichol, who has been in charge of the Boston office of Critchfield & Company, Chicago advertising agency, for some years, has resigned his position, effective February 1. J. P. Callaway, who has been Mr. MacNichol's assistant, will represent Critchfield & Company in New England.

Mr. MacNichol has acquired an interest in the Hood Tire Sales Company and has become president and general manager. He will devote his entire time to this business.



***Appetiz-
ing
Adver-
tising***

Color affects appetite. When a reader says of a food reproduction, "That looks good enough to eat," her interest is purse deep. When every member of the family echoes this expression there is every prospect of an immediate sale.

Food advertising in THE PEOPLE'S HOME JOURNAL is made irresistibly appetizing by our ultra-modern color equipment. Our natural color work puts an edge on appetite which crystallizes in an All-the-Family desire for the goods.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

BUSINESS STABILITY MAKES BALTIMORE



No. 1, Standard Motor Co., Cadillac Distributors; No. 2, United Auto Sales Co., Studebaker Cars, Garford Trucks; No. 3, Fox-Hughes Peerless distributors; No. 6, Lambert Auto Company

WHILE some cities are facing unemployment problems of increasing gravity—one 25,000 unemployed, according to its own newspapers—the transition from war to peace that Baltimore's war made industries are almost a negligible part of the whole. As indicative of the general situation, Baltimore's problem is still a labor problem. The payments as a further indication of Baltimore's stability we find that, with the final payment has already been made on 33,022 of \$50 and 5,225 of \$100 bonds of the Third

of \$2,173,600.00. The final installment of the Fourth has been paid up already and the bonds received by 15,700 representing \$785,650 of Baltimore's 25.95% over-subscription for any district in the country!

No matter how widely you may be advertising now we believe the automobile manufacturer who would try the experiment of developing such markets to the point of "saturation" would find it difficult to supply the demand that could be created in a half dozen or a dozen big centers like Baltimore. In these centers you have concentrated population and concentrated wealth. Shipments could be more completely systematized and overhead reduced by this plan.

Who can say, for instance, that any one particular car has even scratched the possibilities of its Baltimore

more sale us have been dr ING copy, in The Balti not stop at t copy that wi ing fact that its great con family, HAS IN BUSIN modern busi Baltimore in

Baltimore Automobile Show

Feb. 18-22 inc.

Show Number

THE BALTIMORE NEWS

Saturday, February 15

Freedom From Duplication, Larger Circulation, Lower
Your Automobile

THE BALTIMORE

The Only Straight 2 Cent Newspaper in Baltimore—The only Baltimore Daily Paper

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Net Paid Daily Gain
7,857

Frank A. Carroll
Advertising Manager

BALTIMORE THE BETTER AUTO-MOBILE FIELD—



No. 1, Fox-Hughes Co., Pierce-Arrow cars and trucks; No. 4, The Winton Company, branch; No. 5, Zell Motor Car Co., Chalmers, best Buick Company, Hudson and Essex distributors.

gravity—one city of Baltimore's size having from war to peace has emphasized the fact the whole. Taking office help or mechanics problem. Taking installment Liberty Bond final payment not due until April 7, full of the Third Liberty Loan, with a par value of the Fourth Liberty Loan, due March 31, received by 15,713 holders of \$50 books, over-subscription, the second largest

more sale until the advantages of that car have been driven home with DOMINATING copy, up to a page a week for a year in The Baltimore NEWS—copy that will not stop at the car's advantages merely, but copy that will put over the great outstanding fact that a passenger car in addition to its great comfort and convenience for the family, HAS BECOME A NECESSITY IN BUSINESS. The truck, too, typifies modern business and can be put over in Baltimore in the same way.

tion, Lower Rate Per Thousand and Admitted Automobile Prestige are Yours if You Start our Automobile Campaign in the Show Number of

H. M. LUCIUS

General Manager the Baltimore Automobile Show

SAYS:

"The Baltimore Automobile Show has always been one of the best in the entire United States, both in point of display and in sales made. The publicity given by The Baltimore News 24 to 36-page Show Numbers each year have been to a degree responsible for the rush with which the Show and the season have started off.

"In addition, the reproduction in booklet form of the Show Number of the NEWS has done much to give permanent value to

the Show and to the advertising in connection with it."



BALTIMORE NEWS

Daily Paper to make a circulation gain in December, 1918, over December, 1917

Net Paid Sunday Gain

7,166

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

A. Webb
Advertising Manager



Tell Your Story in Letters of Light

See how this Oplex sign stands out in dignified strength—clean-cut, unbroken letters of light.

In daytime it has the same distinctiveness—snow-white, raised glass letters on a dark background.

You may not be interested in restaurants, but you should be interested in Oplex signs as a means of cashing in on your national advertising. Your name, your trademark cannot go unnoticed if reproduced in Oplex characters. It will tie your national advertising to your dealer's door. Your merchandising campaign is not well rounded unless it includes electrical advertising.

A line from you will bring full information in regard to Flexlume Oplex signs, including a free sketch showing how your sign will look.

*Send for the Flexlume booklet,
"Twenty-four Hours a Day"*

The Flexlume Sign Co. ELECTRICAL ADVERTISING
1439-46 Niagara St., Buffalo, N.Y.

Pacific Coast Distributors:
Electrical Products Corp.
Los Angeles, Cal.

Canadian Distributors:
Flexlume Sign Co., Ltd.
Toronto, Ont.

The Ten-Cent Store as a Means of Sampling

An Avenue of Distribution That Might Well Be Used by Advertisers
Looking for a Broader Market

By A. Rowden King

A FEW big national advertisers are taking advantage of the ten-cent stores as a means of sampling upon a widespread and economical basis. It would seem that more of them might well do so.

The war, abnormal conditions, and, more particularly, the regulations set down by the Government have done much to revolutionize completely the sampling situation throughout the country. It is possible, indeed probable, that there never will be a return to conditions as they once were and to the wholesale wastes of promiscuous free sampling methods through the mails.

On the other hand, there is coming to be a noticeable change of front upon the part of some national advertisers regarding their ideas of the classes of people to which the ten-cent stores appeal. It may be that the invasion of New York's retail holy of holies, Fifth Avenue, by a Woolworth store may have had something to do with this—where the crowds cannot be distinguished from those in the surrounding stores and are the "best" in the city.

The national advertisers referred to, or at least most of them, do not call their selling through the ten-cent stores sampling or probably even think of it as that. But that is largely because they have not stopped to analyze it from that point of view. Were you to ask them, they would say it is straight merchandising, the same as through any other retail channel.

It is sampling just the same and their willingness, in many instances, to go to the trouble of preparing new-sized cartons to meet the ten-cent retail price

charged is merely one evidence of the fact.

For instance, take the case of Colgate & Co. and their Ribbon dental cream. Before the war they advertised to send "a trial tube for six cents in stamps" and a large force of girls was kept constantly busy attending to these requests for samples.

To be sure, Colgate had a ten-cent size of this product before the war came and the Government edict forbidding sampling of any sort on any toilet-goods products. That ten-cent size was sold then, too, in the ten-cent stores—and in the drug stores, for that matter, though it is usually never pushed there because of the relatively greater profit on the regular sized carton.

ADVANTAGES OVER FREE SAMPLING

But whether this was the situation and the Government ban was contemplated or not (it undoubtedly was not), what a fortunate situation for Colgate & Co., when we entered the war and to-day, that the ten-cent carton of Ribbon dental cream was and is established and distributed in the ten-cent stores! The Woolworth Company alone to-day has 1,040 stores here and in Canada and these, together with the other chains of existing ten-cent stores, practically cover the whole country.

It means the elimination of the force of Colgate clerks referred to which formerly took care of the requests for six-cent samples and the elimination of the return postage expense. For the public, it means a well-nigh universally accessible sample tube (or as many as are desired) containing comparatively better measure than the old six-cent sample.

And, for the ten-cent stores it means a prestige-building tie-up with a standard, advertised article which is universally known and recognized. At the same time the ten-cent stores are doing the public a real service.

For the part of the Government, it means a satisfactory solution of the vexing problem of the sample sent through the mails in great quantities in response to inquiries produced through national advertising. In the case of Colgate, this, of course, was not such a problem. It had not been the company's practice to *give away* the sample but to require a small payment for it.

GOODS NEED TO BE ESTABLISHED FIRST

To what sort of manufacturers should this sort of sampling be of interest?

By no means can every sample be distributed in this way. The manufacturer of roofing who has made a practice of giving away a small, two-by-two swatch of his product, of course, cannot hope to avail himself of this outlet. And there are many others in his general class.

But, to the manufacturers of toilet articles it is a genuine opening. It may interest, too, the manufacturers of food products, including cereals and crackers in packages. The manufacturer of high class brushes might well afford to make a small nail brush, bearing his trade-mark and evidencing the high quality of his general line, and to sell it with little or no profit over the counters of the ten-cent stores.

The manufacturer of bedding, such as trade-marked and advertised comfortables, might not do better than to sample via the ten-cent stores, with miniature comfortables at the toy counter, "for dolly's use." Amory, Browne & Co., of Boston, have advertised in the magazines such doll's samples of their Nashua Woolnap blankets at fifteen cents each.

It only requires a little imagination to think of other similar opportunities. For instance, the

Frantz Premier Company has advertised toy models of its vacuum cleaner at 25 cents. Possibly, if handled on an advertising basis in large quantities through the ten-cent stores, this sample might well be sold at the ten-cent price and get enormous distribution.

The Seamless Rubber Company has offered to send *free* to those answering its advertisements a sample of dolly's Kanteek hot water bottle. There is very little doubt that a greater number of these could be *sold* at ten cents each in the ten-cent stores.

The Merrimack Mfg. Company has thought it good business, when advertising its Merrimack duckling fleece, to offer at ten cents each, doll's kimonos made of its product to illustrate its virtues. This method of reaching mother through the toy sample for the child is worth doing on a big scale, if on a small one.

Just imagine the possibilities in other lines: the ten-cent sample of Polarine Automobile Car Grease, of Crane's or Whiting's correspondence paper, of Burnett's vanilla, etc.

STORES ATTRACTED TO ADVERTISED LINES

There is another essential element in this scheme of sampling through the ten-cent stores which must not be lost sight of. It has to do with the point of view of the ten-cent stores, rather than that of the manufacturers.

Of course, sampling is done by all sorts of manufacturers, both those newly in business and those who have been long at it, on old-established products as well as on new ones. If anything, more of the latter, the new products, are sampled than of the old. In other words, sampling is essentially a part of *introductory* merchandising methods.

But the ten-cent stores are not especially interested in the advertised product which has newly come on the market. It should be remembered that the goods in ten-cent stores are not sold but are bought. Behind the counters,

the ten-cent stores do not have saleswomen but change-makers and bundle-wrappers. The goods must sell themselves. They are displayed on the counters, and they are designated for purchase by prospective purchasers, that's all. If they get off the counters it is not the result of selling-talk on the part of the clerk.

The advertising of them by their manufacturers must be an established success in that it has made a favorable impression on the public and established a predisposition on the latter's part to want to buy. That means that to merchandise through the ten-cent stores, advertising must *precede* distribution, rather than start after or coincident with it.

Speaking of a certain nationally advertised soap which, in a ten-cent size, the Woolworth stores carry, H. T. Parson, vice-president, in charge of finances of the Woolworth organization, said to the writer:

"I have little doubt that we could produce, to sell at ten cents, a soap having exactly the same or better ingredients—a better soap—on which our margin of profit would be considerably greater. But, if we called it Woolco or some other name with which the public has not been made familiar through years of advertising, it would not sell itself nearly as well as this heavily advertised soap. It is not that this soap we are carrying is *about* to be advertised or even has begun to be advertised that makes us interested in it. Instead, it is the fact that it has been advertised and especially for many years, so that every cake is a little salesman all by itself."

PREVIOUS ADVERTISING AN ESSENTIAL

Following out this same line of reasoning, namely that the product on the ten-cent store counters must sell itself, rather than be sold, there is one weak point in this plan of sampling: the manufacturer usually wants to do *most* sampling in territories where his product is weakest. But such ter-

ritories are those in which his product is least known, where his advertising has been least effective, else his product would be asked for and sold. And, although some of the large chains of ten-cent stores may have many stores and reach practically every part of the country, it does not follow that all the stores carry the same line of goods. They do not by any means.

The inherent, self-contained, potential salesmanship of a product (which, of course, has a direct bearing upon the success or failure, locally, of the advertising of that product) regulates the placing and retaining of it upon the ten-cent store counters, as a sample or otherwise. But the potential salesmanship varies with the locality. So will the ten-cent counter representation.

And so again it is made clear that successful advertising—advertising which has few, if any, weak spots territorially—not only should but must precede a successful tie-up between the manufacturer who advertises and the ten-cent stores for a sampling campaign.

The manufacturer of a product the advertising of which has only been successful in *certain* territories will find, in the end, that in territories where his advertising has been successful the ten-cent stores will regularly display his product. And the manufacturer of a product which is *poorly* advertised, or not advertised at all, will find that his selling advances to the ten-cent stores are only considered upon the competitive-price basis.

AN ADVERTISER CONVINCED AGAINST HIS WILL

An interesting anecdote is told by the merchandise manager for the Woolworth stores. It is one of the things which have opened his eyes to the possibilities of sampling via the ten-cent stores.

Several years ago the Woolworth people were trying to persuade the advertisers of a well-known brand of perfume to put out a ten-cent size. These adver-

tisers withstood all arguments and clung to a determination not to take up with this suggestion. They continued, as previously, to sample only by means of the atomizers on the perfume department counters of drug and department stores.

It was not long after this that a man who had evidently heard of the above situation came to the Woolworth general offices with small bottles of this very perfume capable of being sold for ten cents each. He had no connection with the house advertising the perfume. He had simply bought the latter by the quart and had rebottled and labeled it himself.

The Woolworth people bought a lot of these small bottles and found they sold exceedingly well. The result was more orders for the enterprising gentleman.

About this time the advertisers of this perfume got wind of what was happening. They took steps, legal and otherwise, to try to stop it but found they were powerless to accomplish anything. In the end, the advertisers saw the light and decided to put out a ten-cent size themselves, which, the Woolworth merchandise manager states, has proved a better and better seller all the time.

Of course, it would be interesting to know exactly what changes in the sales of this perfume in larger size containers at the usual and longer-established places for its sale (drug and department stores) could be directly traced to a wider-spread knowledge of its virtues as the result of the big sale of the ten-cent sample. But that might be difficult to trace, even if we had the complete sales figures in front of us.

Of course the regular retailers (druggists and others) may generally be expected not to enthuse about the ten-cent size on sale at the variety stores. And yet, if all the facts were known, there is reason to believe that their antipathy is really the result of prejudice.

Take the case of Ribbon Dental Cream, already mentioned, for example. A woman who has been

reading Colgate's magazine advertising and who happens upon the small size in the ten-cent store, which is the way in which most shopping is done there, will make a purchase. The product proves satisfactory. She wants more of it. It is then that the chances are more than even that she will prefer to make the new purchase at the drug store which is near her, rather than to make the trip down to the centre of her town especially to the ten-cent store or than to wait until she normally will make such a trip. In such a way, the old-time type of retailer is, in the end, a real beneficiary, because of the resale as a result of the ten-cent store plan.

Army Officers Advertise on Behalf of Soldiers

Display advertising space in New York newspapers is being used by the American Soldiers' and Sailors' Protective Association, a newly formed organization which will look after the interests of soldiers and sailors as they are mustered out of the service. The association advertises that it will furnish clothing, credit and funds to any discharged soldier or sailor; help him to get work; or send him where he wishes to go without any other security than "the knowledge we have, that the average soldier and sailor is honorable in his dealings with his officers, and having always received a square deal from them, will not hesitate to go to them for help, and will make returns when he can." The board of governors of the association is composed of officers just released from the army and navy. The advertising makes an appeal for financial assistance "from all those who wish to retain the ideals and principles for which these men have fought."

The advertisement published last week declares that 100,000 men are now out of the service, and unable to secure employment. It warns the public that "the red weed of Bolshevism is taking root in the minds of our returning soldiers and sailors." The new association, the copy says, "has been organized to stamp out Bolshevism among the returned fighting men by removing the unfortunate conditions that make Bolshevism possible."

H. R. Schaeffer Back With Kelley Agency

H. R. Schaeffer has been discharged from naval service, after an enlistment of twenty-one months, and has returned to the Martin V. Kelley Company, in the New York office. Prior to his enlistment he was with the Kelley company at its Toledo office.

—and newspapers did it!

Without the newspapers, the war could not have been won!

Without the daily recording simultaneously throughout the nation of the war's progress, of Germany's intrigues, atrocities, and of the Allies' cause of Right and Liberty, public opinion would not have permitted the United States to enter the war.

Only a national understanding of the justice of the Selective Service Act—an understanding received through the daily newspapers—permitted in record time and practically without opposition, the Congress to make the Act a Law.

Only through the information daily presented overwhelmingly in the newspapers, was it possible to float the greatest popular war loans and humanitarian funds in the world's history.

Newspapers united the United States.

Mr. Advertiser, the great force of newspapers can be made to sell *Your* goods.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

THE IRON AGE

EXPORT ANNOUNCEMENT

THE publishers of THE IRON AGE are compiling a standardized coöperative Catalogue that will provide a direct contact between manufacturers in the United States and large buying firms in foreign countries.

It is NOT advertising. It is straight catalogue data of a great number of American products-for-export, profusely illustrated and thoroughly indexed in

ENGLISH SPANISH PORTUGUESE FRENCH RUSSIAN

This coöperative Catalogue service will be published **ANNUALLY** under the title of

THE IRON AGE CATALOGUE OF AMERICAN EXPORTS

The distribution is guaranteed, and the Catalogue will surely be consulted **FIRST** by large buyers in foreign countries whenever they need information about any of the following products:

IRON	TOOLS	AUTOMOBILES
STEEL	HARDWARE	TRACTORS
METALS	SANITARY EQUIPMENT	TRUCKS
MACHINERY	AGRICULTURAL IMPLEMENTS	ACCESSORIES

WHAT THE IRON AGE CATALOGUE IS It is a comprehensive, illustrated "Catalogue of catalogues," published **ANNUALLY**, and distributed throughout the world, for the **FREE** and unlimited use of Foreign Buyers, American Consuls and Commercial Attachés. It contains American manufacturers' catalogues of the products-for-export mentioned above.

In **THE IRON AGE CATALOGUE**, the manufacturers' individual catalogues are so arranged and the data so thoroughly indexed in English, Spanish, Portuguese, French and Russian, that whoever the buyer may be, wherever he is, and whenever he desires, he can, with ease

immediately secure exact information from between its covers. Because of its convenience and the multiplicity and variety of products described, buyers will always keep this Catalogue accessible for "first reference."

WHAT IS MEANT BY "COÖPERATIVE" It means that a large number of manufacturers' catalogues of products-for-export are published together, with a composite classified index of all of the products. This coöperative catalogue plan benefits ALL the manufacturers whose catalogues are included, to a far greater degree than they could possibly benefit from their individually distributed catalogues.

The cost of compilation, publishing and distribution of THE IRON AGE CATALOGUE is divided among the manufacturers according to the extent that they use this coöperative service which is guaranteed to reach the large foreign buyers of their respective products, thereby making the investment of each manufacturer MUCH less than the cost would be for his individually distributed export catalogue.

WHAT IS MEANT BY "STANDARDIZED" To make THE IRON AGE CATALOGUE fully comprehensive and of the most convenient and greatest practical use to foreign buyers, standardized typographical rules are followed on all of its pages. These rules govern the size, style and arrangement of the type matter and the illustrations, but they in no way interfere with the inclusion of anything that is necessary to give the buyer complete information concerning the use, design, quality and price of the product, and the facilities of the manufacturer to properly deliver the goods in any desired quantity.

WHY IT IS CALLED THE IRON AGE CATALOGUE Because the publishers of THE IRON AGE have placed at the disposal of American manufacturers, their entire staff of experts and all of their affiliations in this and in foreign countries, for the compilation, publishing and distribution of the Catalogue—

—and also because American manufacturers feel that the world-wide prestige which THE IRON AGE has enjoyed during the past 64 years, will act as a guarantee of reliability, and therefore will remove any hesitation on the part of foreign buyers to place orders with firms whose export catalogue data is included in a volume bearing the title

THE IRON AGE CATALOGUE

of AMERICAN EXPORTS

We shall be pleased to personally explain in detail to American manufacturers how they can profitably use this coöperative Catalogue service in marketing their products in foreign countries.

IRON AGE PUBLISHING COMPANY

EXPORT CATALOGUE DEPARTMENT
239 WEST 39TH STREET, NEW YORK



Our equipment for co-operating with advertising agencies comprehends more than specialized training in the technic of making effective advertising illustrations.

It embraces a thorough understanding of fundamental advertising principles and their practical application.

Our work begins and ends with the physical appearance—picture, type, white space—of an advertisement or a series.

It is the business of the agency to formulate general plans and policies for its advertisers.

WILFRED O. FLOING COMPANY
CHICAGO

How Wanamaker's Is Lowering the Cost of Hiring

Educational Courses and Sales Training Courses—How Workers' Ambitions Are Provided For

By Helen A. Ballard

IT has been dawning upon large employers that there is a very direct relation between happy contented workers and net profits. When workers come and go, the cost of hiring and breaking in new people is high. When workers find it against their interest not only not to go but to improve their efficiency the employer profits at once.

The "turn-over of labor"—to use the phrase of economists—was high in war-time and was an acute problem. But it is to the advantage of employers in peacetime, too, that good employees stay. It is profitable, also, to develop workers to be highly efficient in a particular business.

But how far can you wisely go in training workers, in trying to keep them happy, in providing marks for their ambitions? How much concern is it profitable to have for the employees' personal welfare?

Hundreds of big houses, anxious to do the right, yes, the generous, thing, are asking these questions today. Theorizing is of little help. Let's take a single case, that of John Wanamaker's of New York, an institution that has gone farther than most to provide for the happiness and comfort of workers. And it has found its work profitable.

The Educational Department at Wanamaker's is a real, bona fide high school where any employee under twenty years of age may enter, if he has had a grammar school education, and continue until he has completed the full high school course, a course similar to that given by business high schools or the regular academic work. The classes are held on a schedule which permits the employees to attend without depleting the force of workers in

the different departments. Each employee is allowed to attend two hours a day, three days a week, and to take such work as he elects. The principal of the high school or any of the teachers are ready to advise with him at any time and to help him to select those subjects that will be most useful to him for special study or to help him plan a complete course best fitted to the life work which he thinks he may want to engage upon. Spanish and French are the two foreign languages taught in the school.

In addition to this high school training there are the salesmanship and efficiency lectures which are open to the employee, whether male or female, and which are given by experts on the subjects, either officials of the organization fully equipped to point the way to better and more courteous selling or by someone secured from the outside for the purpose. For the Wanamaker store spares no pains to help its employees to advance, and hence to build a bigger business. These lectures are attended by the young boys and girls in the school and by the older members of the sales force who either are inexperienced or want to make more progress.

CONFORMING TO STORE'S WAYS

When an inexperienced girl comes to the store as a saleswoman she may not need training in selling, but she always does need to learn the system and policy of the house. She is first introduced to one of the old employees at the counter where she is to serve, and the older employee takes her in charge. All day the new employee spends with the other, watching her make sales, learning where the stock is, its quality, price, everything that

she can take in with her observing eye and by asking the many questions which always find a ready and courteous answer, for this training of a new employee is just as important a piece of work to the old one as is making sales. It is a part of the Wana-maker system.

The next morning the new employee is taken to the school where she is told how to make out her checks, which may differ from those she used at Gimuel's or wherever her previous work was, and a hundred and one other business essentials peculiar to this particular store. This training is also a distinct part of the school system and time is provided for it as the demand arises. Then she is taken to the talks on efficiency for new employees, which include personal appearance, how to approach the customer, how to study the merchandise, interesting things about the merchandise, to know which makes the work more interesting and the saleswoman more valuable to the house and better liked by the customer.

TEACH THE JOY OF SERVICE

Next in the newcomer's routine of being introduced to the ways of the house comes her visit to the Looking Forward Club. This club occupies its own home across the street from the store, a genuine club house in every sense of the word, with no semblance to the store or anything connected with it. It is a five-story building, with reception rooms, club rooms, class rooms, gymnasium and swimming pool, a miniature hospital for first-aid training, and more rooms, comforts and equipment than go with most clubs maintained by the members themselves. There are more than 2,000 members, all girls, and the membership fee is twenty-five cents a year.

This, too, is a part of the Wana-maker efficiency training, and here training is made so attractive that the club is as popular as any social club. It is, in fact, a social club, with many interesting happenings always taking place.

The classes cover salesmanship and efficiency, business English, current events, millinery, first aid, home nursing, swimming, and many other things. A Red Cross Chapter made up of these girl members has made enormous quantities of surgical dressings, and at Christmas time 2,000 Christmas stockings were filled by them for the children of the city who otherwise would have had no merry Christmas. The names of these children were furnished by the various social settlements of the city. The Looking Forward girls have done all of this work during their lunch hours and evenings. In addition to the class or club work of one kind or another the members are continually giving service of some kind to some worthy project. Many a girl who has never before known the joy of service finds it here in her everyday work, and she is a better worker because of this new vision which she catches of helpfulness to others. It makes her more ready to meet the customers' wants and more sympathetic in her service to them. Here in this Club the young Messengers are graduated into Cadets and the Cadets into the higher branches of service. Said Preston P. Lynn, the general manager:

"All of this work with employees, the school, the Looking Forward Club for our girls, the military club for the men, which is similar to the organization of the National Guard and in many ways gives them the same training in military discipline, out-of-door vacations and camp life, our efficiency training in better salesmanship, in instructing our sales force in various ways, is neither a charity on our part, nor is it a wholly selfish desire to sell more goods.

"It is intensely interesting to watch the development of our workers. You can pick out the girl or man who has been in our employ two weeks or more by their different bearing every time. I do not mean that all employees who come to us need the course which we put them through, but

the awkward girl soon learns how to stand correctly, how to walk properly and easily, how to greet one, how to be a more gracious and charming individual in her own home or social circle as well as how to serve better behind the counter or behind a desk. We have a very fine woman at the head of all of our work with these girls, and she studies them individually and collectively and the results are most gratifying. Because of the training they receive they become better, finer women and hence more efficient employees. This personal improvement applies, but in a lesser degree to men employees, for as a general rule the men are older and more experienced."

"What part does your auditorium, with its lectures and concerts, play in your selling scheme," I asked.

"Well," said Mr. Lynn, "Those who come to shop remain to rest and revel in good music, and conversely, those who come to revel in music or to hear a good lecture remain to shop. It works both ways. We have demonstrated that our customers like it and that it helps our sales. Then too, it is really a part of our system of training. It gives our employees who have talent a chance for self expression in the day's work. Often the talented employees in the music department, either vocal or instrumental, take part, and the employee who is a good speaker and is an authority on some subject may be given an opportunity to lecture, but always he or she must be equal to the opportunity."

"They understand that only the best can be given our customers, and it is a great honor if one of them is considered capable of entertaining in the auditorium. Our organist is one of the finest in the country, yet he has his other duties besides producing the concord of sweet sound."

"One of our young women is a very fine pianist. She is a piano saleswoman who is studying and hopes to be a concert pianist some day. She has given some very fine programmes and

while doing a part of her regular duties at our store she has at the same time been acquiring that poise and self possession and acquaintance with an audience so necessary before one can be at ease at the piano in public. Here her audience is such as she might have for any concert, and she is growing in her chosen profession daily, and she is a far better saleswoman in the piano department because she has this opportunity to play the things she loves, and also because she is frequently recognized as the one who gave a concert."

"Then we have a vocal star-to-be with us. She has been studying for years and working here—ten or twelve, I should say. She also sings for our audiences, and is employed in the music department. These people who know music well are of course better judges and better advisers when a customer wants advice than someone who knows very little about music."

"As you know, if you have frequented our concerts at all, we also have the very best talent we can get from the outside for our recitals and lectures. And as I have said, we allow only those among us who have real talent to appear. Anna Case, the beautiful American soprano, while beginning her concert career about seven years ago, delighted Wana-maker audiences."

BINDING TIES

"You seemed to be having a concert when I came in this morning," I said, for I arrived at the store at nine o'clock, and had been surprised to hear a fine chorus, or several choruses of voices it seemed to be and really was, singing the "Star Spangled Banner," "Brighten the Corner," and finally, "Oh, Come All Ye Faithful."

"That was our regular opening exercise," informed Mr. Lynn. "We think the day goes better to start it off with a song, so all the employees gather about the several balconies and sing. Each balcony has its leader and they all sing together under the direction

of a general leader. You should have come in before Christmas. For about two weeks we really have some wonderful Christmas carol singing."

"I heard some colored men and women singing around a balcony at about eleven the other morning when I was in," I said. "What was that?"

"Those were our maids and porters. They sing at eleven and three. They love to do it and it has proven quite a novelty. Some of those men and women have very fine voices. They have a mixed quartette and a mixed glee club which is a great delight to them."

"But don't you train your employees for the other houses? Don't your employees, having had the benefit of all these advantages, seek other positions because of their increased efficiency?"

"We haven't had much trouble with that side of it. The war work, with which we could not, of course, compete in price and often in interest, has taken a great many of our people. Particularly it has been hard to find any men, but I have not noticed them leaving to go to other merchandise houses. We advance them here when they are ready. Just the other day we sent a group of our younger girls who were typists into the bookkeeping department because there was a demand for more bookkeepers, and these particular girls had made such good records in their commercial high school work with us that we gave them the chance at a big advance in salary."

"There are any number of advancements in a house like this for the man or woman who makes good. The young women in our export division are more valuable if they know French and Spanish and if they have not studied those languages before coming to us they take up those studies in the school and so increase their efficiency in the department and are worth more money to us. I am of the opinion, and I have studied the matter pretty thoroughly, that any intensive sales training that you give your em-

ployees, whether directly or indirectly tied up to the merchandise they handle, is never wasted and brings back to customer, sales force, and the business itself a substantial interest on the investment."

No German Dyes Under Swiss Brand

GERMAN-MADE dyes and other coal-tar chemicals, masquerading under Swiss brands, can, with difficulty, gain admission to this country if Congress acts upon certain recommendations for new legislation just submitted by the United States Tariff Commission. This particularly insidious form of misbranding is possible under our existing tariff laws although the statutes governing this class of importations were revised as recently as September 8, 1916, when the new conditions created by the war had been revealed.

The recommendation now before Congress contemplates the requirement, in the interest of American consumers, of a statement on every imported package of dyes showing the exact constituents and strength of the dyestuffs contained therein. It has been so broadly drawn as not only to require the virtual standardization of the dyestuffs, as to strength, etc., but also to put a check upon dishonesty via misbranding.

This latter end is attained by a clause in the proposed amendment which reads: "And provided further, That beginning six months after the date of passage of this act, no package containing any such article shall be admitted to entry into the United States if it, or the invoice, bears any statement, design or device regarding such article or the ingredients or substances contained therein which is false, fraudulent or misleading in any particular."

W. O. Woodward, president of the W. O. Woodward Company, New York, who has been with the Military Intelligence Service of the Army, has received his discharge and has resumed direction of the Woodward company.

The Baltimore Sun

*Published
More Than*

50%

Of All

CLASSIFIED ADVERTISING

*That Appeared in Balti-
more Newspapers in the
year 1918.*

For the purpose of comparison, the lineage of the Morning and Sunday editions of The Sun is taken with the figures of the Morning and Sunday American and the Evening and Sunday News.

Paid { 163,900 Daily (Morning and Evening)
Circ. { 124,000 Sunday

December, 1918, Average.

CATALOGS

BROADSIDES—FLYERS—FOLDERS—CIRCULARS

Every manufacturer in the United States is mentally or actually figuring on expansion.

Expansion calls for publicity—periodicals—newspapers—Broadsides—folders—catalogs.

We are manufacturers of paper—paper of every variety—for every use. We are “squaring away” to meet the demand that is coming for the making of the hundreds of tons of paper to be printed and distributed in this and foreign countries during 1919.

Machine Finish and Super-calendered Book, English Finish and Coated papers—light weights a specialty.

Let us know what you are contemplating. Possibly a timely suggestion may be made.

SEAMAN PAPER COMPANY

Chicago
208 So. LaSalle St.

New York
200 Fifth Ave.

PHILADELPHIA BUFFALO MILWAUKEE MINNEAPOLIS
ST. PAUL ST. LOUIS CINCINNATI



All together—Let's continue production and insure Prosperity.

U. S. DEPARTMENT OF LABOR
W. B. WILSON, Secretary.

Canada Advertises Repatriation Plans

Government Buys Space to Combat Misrepresentation

By Harold C. Lowrey

CANADA is combating Rumor with advertising.

As we all know, Governments are always more or less at the mercy of rumor. They usually content themselves with "official denials"—issued so long after the wrong reports, that the misrepresentation was the public's conception of the right and the denial is regarded as an attempt to escape censure. The action of Canada in utilizing paid advertising to correct false reports is significant of the more modern methods that are adopted when a Government finds out by experience what advertising will accomplish.

The Repatriation Committee of the Canadian Government discovered, when its members accepted office that the people's impression regarding the Government's plans for the repatriation of Canada's soldiers was wholly erroneous. A correction through the usual channels of official news would not meet the necessities of the emergency. So many false reports about the Government's intentions had been spread by agencies who were either careless of the truth, politically prejudiced, or just plain stupid, that it was deemed hopeless to think of counteracting this misrepresentation by any other means than by paid advertising space. In this manner the Government could talk directly to the people and say precisely what it wished to say. The position was analogous to that of a commercial firm which finds its salesmen and competitors spreading perverted reports of its goods or policies and finds recourse to advertising advisable to re-establish the correct connection and concept with their markets and customers.

Herbert J. Daly, Director of

Repatriation, with the acumen which has won for him the distinction of "Business Doctor" and "Business Conjoller," both nicknames secured by performances in salesmanship and management, made a quick decision to use advertising to acquaint the people with the plans and policies of the Government and to check immediately and effectively the menacing dissatisfaction in the ranks of the returned men and their next of kin. The Baker Advertising Agency of Toronto was commissioned to prepare and place advertisements that would get across to the people the real facts of what the Government proposed to do.

A big campaign was launched with the new year in most of the daily papers in Canada. The advertisements will be somewhat extended among the weeklies and monthlies. The space used is big enough for every reader to stumble over and the copy sufficiently pleasing typographically to be read with interest. It is educational in character, for it must of a necessity deal thoroughly with the many ramifications of repatriation work, which is directly and fully responsible for the soldier's welfare from the day of his discharge until he becomes independently re-established in his civil career.

SOME OF THE ROUGH SPOTS ADVERTISING WILL HELP SMOOTH OUT

Not only is the committee responsible for the welfare of the men but also of their dependents and this is no small task owing to the number of marriages with European girls. Nearly 50,000 dependents must be brought back from overseas. Most of these have never been in Canada before and unless handled with ex-

ceptional diplomacy and dispatch will be a source of discord.

Already free transportation for the soldiers' wives and dependents from overseas has been granted. This is but the first step. The soldier must be placed in a position to earn a living wage. To this end the committee has taken over the employment agency business and has established local employment bureaus, Provincial clearing houses and two Federal clearing bureaus, one for the East and the other for the West. In this way the employment of labor is governed and the supply equalized.

The public was made fully acquainted with these policies through the advertisements covering these phases of the work. Other advertisements explained what the Government had done, was doing, and was going to do in order to equip the wounded with the best artificial limbs it is possible to procure. Previous to this, much adverse comment had been unchecked and the Government suffered because of this lack of appreciation of its efforts to make each and all fittings comfortable and practical. Censorship methods of suppressing criticism served but to accentuate the dissatisfaction, while the advertisements created a favorable impression and corrected a misrepresentation which was having a menacing effect.

The dissatisfaction of the returned men over the land grants was quickly dissipated by the announcement of a system of agricultural loans to tide the men over the initial periods of their farming. The plans for agricultural training were explained and a separate campaign was instituted to get across this particular phase of the re-establishment work as it came under the jurisdiction of the Department of Agriculture.

The medical treatment for discharged soldiers, including hospital and all other phases, was fully explained so that the soldier became fully cognizant of his status in the eyes of the Gov-

ernment after his discharge. The matters of pensions and war service gratuities, about which there existed much misinformation, were made clear much to the satisfaction of the men and their friends and relatives. Demobilization was explained—in fact, before the advertisements are discontinued the entire gamut of the committee's activities will be publicly explained. The campaign is running on a "till forbid" basis dependent entirely upon the needs of the hour.

To Issue Catalogue of American Exports

At the Engineers Club, New York, on January 24, officials of the Iron Age Publishing Company tendered a dinner to representatives of various export publications at which time plans for the Iron Age Catalogue of American Exports were presented. This co-operative catalogue will embrace iron, steel, machinery, hardware, agricultural implements, tractors and allied lines and will be printed in English with translations into Spanish, Portuguese, French and Russian. It will be distributed throughout the world to foreign buyers, American Consuls and Commercial Attachés. W. H. Taylor, president of the company, explained that since this catalogue is a reference guide containing no display advertisements it will not compete with magazines in the recognized exporting field, but rather stimulate the exporter's interest in advertising in these same publications.

Representatives' Association Plans for Busy Season

The Newspaper Representatives' Association of Chicago has completed plans for the enlargement of its work during 1919. News letters and other direct service for newspapers and representatives will be provided and effort will be concentrated to create newspaper advertising throughout the western field. The newly elected officers are: President, J. E. Lutz; vice-president, Don Campbell; treasurer, H. M. Ford; secretary, C. W. Wallis.

London Stores Report Large Gains

Both the Selfridge and the Harrods stores in London, England, report an increase of business during 1918 amounting to \$5,000,000. The store of Selfridge & Company is said to have sold \$400,000 more in Christmas goods last month than in December, 1917.

A Selfridge "staff council" is to be formed, it is reported, to assist in the conduct of the business.

CLEVELAND'S RECOGNIZED AUTOMOBILE MEDIUM

During 1918 more automobile advertising appeared in the Cleveland Plain Dealer than in any other Cleveland paper.

Following is total automobile lineage carried by each Cleveland paper for the year:

	LINES
PLAIN DEALER .	641,046
News and Leader .	499,436
Press	193,088

Automobile advertisers are a unit in recognizing the value of the Plain Dealer among people who count in Cleveland and Northern Ohio, and this recognition is the result of experience. THE PLAIN DEALER gets the lion's share of *automobile business* in Cleveland because THE PLAIN DEALER deserves it.

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Eastern Representative

JOHN B. WOODWARD
Times Bldg., New York City

Western Representative

JOHN GLASS
Peoples Gas Bldg., Chicago



The Five of Swords

By G. K. Chesterton
Illustrated by W.T. Benda



The Soul of

By Charles



Making Magazine History

WHEN the magazine history of this period is written, first place will be given to the magazine that published not only the best literature and the largest volume of good literature, but which adhered to a worthy mission, abroad, not slightly in advance of the times.

The difference between the average man and the enlightened man is



France Reborn

Edward Russell



The small business of America should know that Treasury in Government bonds, not so new Government bonds are issued. They should prove that additional so-called Treasury bills and under good policy in the most sound and stable manner it is possible for them to borrow and obtain.

The obligation of the public to secure their savings, though born as patriotic action for the good of the Government, should be continual and expanded the collection is attempted.

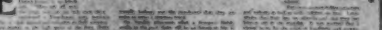
And the benefits thus obtained will reach not only throughout the whole people in consequence, but in generations to come.

William Randolph Hearst



French Women—and Your Boy

By Maj Robert Davis, A.R.C.



that the latter doesn't have to wait till history has been written to get the true perspective upon what is happening.

Enlightenment is one of the first requisites of advertising men. This gives them the ability to properly appraise so excellent a piece of magazine making and building as is exemplified by the February issue of

Hearst's

A Magazine with a Mission

A Magazine with a Mission



The Big Show

My Six Months in France with the A.E.F.

[illegible]

the last thirty years. The fact that the number of people who are now living in the United States is more than twice the number who lived here in 1900 is a reflection of the fact that the United States is a country of immigrants. The fact that the number of people who are now living in the United States is more than twice the number who lived here in 1900 is a reflection of the fact that the United States is a country of immigrants.

By Elsie Janis

— *Journal of the American Medical Association*, 1997

1.5. *As a consequence of the results of the*

What Is
Your

Rating?

In financial circles nearly all business men endeavor to put on the best front they can to impress possible customers with their ability to supply their wants. They fit up their offices with superb furniture, and are careful in the selection of executives and their appearance and courtesy. They will have neat, engraved stationery, but when they have a real printing service circular, catalog, house organ, periodical or booklet, they send out for any kind of firm who has out a sign of printing, and without investigation give the work to the lowest bidder, when they really need

Service and Quality

Why not go to the best for your printing? Investigate the

CHARLES FRANCIS PRESS

461 Eighth Ave.

PHONE
3210
GREELEY

New York City

What Is Needed in Narrative Copy?

Whether True or Not, It Must Have Fiction Treatment All the Way Through

By R. L. Burdick

THE narrative or "story" form of advertising copy has of late become increasingly prevalent, especially among advertisers who sell by mail. I do not mean so much the picture-story type of advertisement as the lengthy, full-page tales showing the successful application of a correspondence course, a memory system, or what-not.

It is obvious that this type of copy is effective. It is both theoretically strong and practically successful, as is evidenced by its growing use. Its appeal lies in the same human trait that has popularized Harold Bell Wright, and that causes a crowd to collect around an excavation for a new building—the love of seeing man conquer against natural handicaps.

Because of its very effectiveness, it must be well done, just as a tall building among little ones must be artistically designed to maintain respect and to avoid being an eyesore. Many of these advertisements have been well done—most of them, in fact. But as I go over them I cannot but feel that their effectiveness might be increased by a better understanding of the fundamental principles and appeal which are peculiar to this form of copy.

Let us see just what is the purpose of such an advertisement. It is not, by its very nature, an appeal to reason; there are other and better forms for that appeal. It may contain argument in favor of the article advertised, but its primary purpose is not to arouse a train of premises-to-conclusion thought. One does not read Robert W. Chambers to satisfy a craving for logical exposition. It is more an appeal to the emotional side of the reader. It is an attempt to demonstrate the product vividly in terms of the reader's personal experience.

The two words in that definition which distinguish this from other forms of advertising are "demonstrate" and "vividly." The demonstration of the article in use forms the plot; the narrative form makes the message vivid. Therefore, the plot and the treatment of the narrative need special care and attention to make them fulfil their functions.

It should be borne in mind that such an advertisement is fiction, whether or not the tale is true. It must depend for its strength on the same principles as those which make the short story effective. It is, in fact, a highly specialized form of short story, having unusual limitations of length, theme, and purpose.

THE LIMITATION OF THE THEME

The obvious limitation of the theme is that it must fit the purpose to demonstrate the product. Off-hand this seems simple, but is it? The story must not be a partial fit, but a perfect fit. It must point exactly one moral and one moral only. This necessitates planning the end of the story first and finding or building the incidents to lead up inevitably to this end. As a train of incidents are seldom to be found, ready-made, for this need generally the plot has to be "faked." In this lies the difficulty.

Unfortunately, fictional characters, as well as real ones, have a nasty habit of being human and refuse sometimes to do just what you want them to. If you make them true to life the chances are that they aren't the kind of people that would do exactly what you lay out for them. Or, if you do make them toe the mark, the story sounds forced and untruthful. The character and incidents must be selected with the care of an employment expert. The success of the story depends more

upon its sounding true than upon being true.

To illustrate; it is very possible that a "boss" of some business would call in his assistants and, putting his hand on the shoulder of one of them, say to the others, "We need more men like Joe," but somehow, as the phrase has it, "it don't listen right." The narrative must keep to the things which are within the experience of the reader or within what he imagines to be normal experience. That is, the story must be reasonable.

The next qualification is that the story deal with one of the fundamentals of life. The appeal is to the emotions or instincts which are centered about the elementary features of existence. Whether affection, ambition, fear, greed, comfort or what is to be made the motive for buying the product, the story must deal with that alone. The connoisseur's chase through India for a special variety of tapestry to satisfy his æsthetic sensibilities is hardly the type of tale to stimulate the strong underlying emotions of the reader. Even murder, arson or sudden death are preferable to that. The tale should dig into the fundamental racial impulses of mankind—and womankind. One cradle in the story is worth ten orchids. Incidentally, this limits the type of article or service which can be advertised effectively by the story method.

MUST NOT WANDER FROM "PLOT"

A final word about the "plot." It must be simple and direct. The necessary shortness of the story leaves no room for digression or counterplot. For economy of attention the reader's mind must be allowed to follow easily and quickly along the narrative. There is hardly space for appealing to more than one emotion or instinct; and, even if there were, the danger of scattering the appeal is to be avoided. Expressed in another way the story must be continuous and climactic. It must run along and be built logically

(but humanly) up to the crucial point or moral.

Now as to the treatment of the story; it should be recalled that it is a story, a narrative, pure and simple. The real purpose is to preach the gospel of the advertiser's wares, but its ostensible purpose and its excuse for being is to entertain. For this reason the preaching should not be paramount or even so thinly sugar-coated with entertainment as to let the scripture taste come through. The reader must not be fooled into reading something he doesn't care about; he should be given at least a narrative worth while reading for itself alone to reward him for his time and pains. The characters must not reel off patter of the salesman, but should prepare the way for the sales talk later on.

The handling of the story, especially the conversation, calls for expert skill. Every word must count; it must bring in a large quota of associated ideas to create the atmosphere which cannot be created by long descriptions. Each word must be full of juice. Compare, for instance, the expression "lean years" with "hard times"—which of these brings the greater number of associated ideas in its train? On the other hand, equal care must be exercised not to overdraw the picture, to make the treatment too intense for the subject. Let the mother weep over her wandering boy to-night, but don't let her clasp her heaving breast in a convulsion of fear while Willie is putting it all over the Mick in the back lot.

And the dialogue! I could use twelve reams 25-38-50 on that feature of the treatment alone, but the sum and substance of it would be "make it human." Use the kind of language that occurs to you when your wife asks you to put up the window screens on your day of rest—short, strong, and to the point, but *human*. Go back to your old grammar and re-read some of the sentences you used to have to parse—"I donated to the dilapidated mendicant my paternal grandparent's useless ap-

Three Big Facts about the Jewish Daily Forward

1—The circulation of the Forward for the six months ending October 1st, 1918 was 143,089. The circulation of all the other three Jewish afternoon newspapers was 166,352. The circulation of the next large Jewish daily was 82,170.

2—For the three months ending January 1st, 1919 the Forward carried 935,284 agate lines of display advertising—230,944 lines more than the next large Jewish newspaper.

3—The mailing list of the Forward reaches 2245 cities and towns in the United States from Montana to the Gulf, from the Atlantic to the Pacific.

Jewish Daily Forward

175 East Broadway

New York City

parel"—and take warning. Put yourself in your characters' places and talk.

Now for the sales talk, usually following the story. If so much trouble has been expended to lead the reader up to this point, surely the sales talk deserves the best effort of the writer. It should be distinctly separate from the story; if the tale has been well told the reader will inevitably go on. But the transition must not be abrupt. The tale should have created a situation or condition which the selling matter can follow up without a wrench of thought. This transition may be smoothed by the use of the same or similar words and phrases as are in the narrative, but applied specifically to the advertised article. Above all, don't let the postscript seem to be the reason for the whole letter; don't butcher the story to make a Roman holiday for your article. Remember which part of the canine quadruped wags which.

And, oh, yes, one more thing! Please, Mister Typographical Expert, why use 6-point type for the sales talk while the rest of the story is in 10 or 12 point? To hide it?

The S. I. C. Advertising Campaign

THE first of the series of educational advertisements of the Soil Improvement Committee is now running in the current issues of most of the farm publications. Some of the monthlies and one of the large weeklies, because of advance publication dates, cannot carry this copy until later in the month, but by the end of this month some thirty-seven farm publications with a total combined circulation of more than four million subscribers, will have carried this message from the fertilizer industry to practically all the thinking farmers of our territory.

It will be difficult to directly measure the results of this educational advertising. One can-

not check up and count over the number of minds that have received new ideas, new viewpoints and new desires, in the same way that the sales sheet shows the result of an ordinary advertising campaign. Neither can we judge of the effectiveness by the total number of inquiries received, since each piece of copy is designed to impart its own fundamental idea, without the necessity for further inquiry. Inquiries concerning details are only incidental to the principal ideas carried by the advertising copy.

But this is ever the way with educational efforts—the obvious, immediate, tangible results are frequently the least valuable. The real value lies in the implanted ideas in thousands and hundreds of thousands of minds, that will take root, grow and bear fruit in the years to come.

Other advertisements of this series will appear in February and March. Special copy in implement trade papers, canning trade papers, and grain elevator publications are also appearing during this same period.—*News Bulletin of the Soil Improvement Committee of National Fertilizer Association, Baltimore.*

Lieut. Ezra W. Clark in New Position

Lieut. Ezra W. Clark has received his discharge from the Air Service, and has been appointed advertising manager of the Clark Equipment Company, Buchanan, Mich., manufacturer of twist drills and disc steel wheels and internal gear axles for motor trucks. He was formerly associated with the editorial department of the old Chicago *Inter-Ocean* and was later business manager of the *Mobile Item* and advertising manager of the *Memphis News-Scimitar*. He will be located at the Chicago office of the Clark company.

Hornberger Sales Manager of Globe Rubber Tire Co.

Henry L. Hornberger, for the last four years with the George Batten Co., New York, has been appointed sales manager of the Globe Rubber Tire Company, Trenton, N. J. Before going to the Batten company Mr. Hornberger was manager of the Pacific Coast branch of the Oakland Motor Car Company.

Circulation

Audited by A. B. C.

Member National
Association
Manufacturers
Since Founded



Member
The Merchants'
Association
of New York

Concentration vs. "Scatteration"

Manufacturers experienced in foreign trade have learned how widely different are the ways of living, speech, business methods and customs of the various countries of the world. Articles of merchandise and methods of selling which succeed in one country or continent will fail utterly in another. For example, a sales plan successful in England or France would be totally unsuited in appeal to the Spanish, Portuguese and Latin-American peoples. In other words, advertising copy which is intended to be of equal value in all parts of the world loses the specific value of direct appeal. It has been the aim of EL COMERCIO since 1875 to be the embodiment of these features. Its circulation is not scattered all over the globe, but is concentrated in the countries listed below.

EL COMERCIO for nearly forty-four years has faithfully served only the interests of the Spanish, Portuguese and Latin-American peoples. It aims to introduce to its family of readers *only* those articles which measure up in points of quality and service to 'EL COMERCIO's standard.'

Countries Covered by

EL COMERCIO

Costa Rica	Guatemala	Honduras	Nicaragua	Panama	Salvador
EUROPE		WEST INDIES			
Portugal	Spain	Cuba	Haiti	Puerto Rico	San Domingo
SOUTH AMERICA		PHILIPPINES			
Argentina	Bolivia	Brasil	Chile	Colombia	Venezuela
Ecuador	Paraguay	Peru	Uruguay		
MEXICO					

A Sample Copy of El Comercio, Circular, Rates, etc., will be sent upon request

J. Shepherd Clark Co., Editors and Publishers

Burnet L. Clark, President and Manager

114 Liberty Street - - - New York City

Please mention Printers' Ink

COMFORT

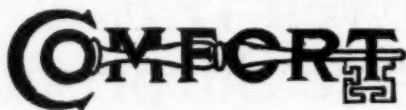
VOL. XXXI
NO. 5

MARCH
1919



HOUSEHOLD NUMBER
A FORTUNE IN PAGES FOR A LITTLE PAGE
Published at AUGUSTA, MAINE

March Household Number of



Brings Advertisers Big Results

March COMFORT, as heretofore, will be a large, special number with extra space devoted to practical household information, and specializing on such as is pertinent to the season.

It will reach our subscribers on the eve of spring housecleaning when they are considering improvements of the home and on the farm.

The farm housewives will study our forthcoming HOUSEHOLD NUMBER for helps in solving the problems uppermost in their minds—just when they are in the buying mood.

Naturally they will search the ads with unusual interest at this buying season—with big results to advertisers.

Among the special articles is one on home-made rugs, and another on "Penny Folly in Buying" which points out the utility and economy of package goods.

Orders should be sent at once to secure space in March COMFORT which is sure to be crowded.

Some ads ordered for recent issues had to be left out for lack of space.

February COMFORT, now in the mails, carries more advertising than any previous February issue.

COMFORT has a sphere of influence all its own.

W. H. GANNETT, Pub., Inc.,

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Astorian Hall.

AUGUSTA, MAINE

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

Even *WE* Are Surprised!

Wouldn't you be surprised if—

During 1918 every issue of your publication (provided of course you were a publisher) established a new record in volume of advertising carried, and then—

Along came 1919 and the first two numbers, January and February, doubled the corresponding two issues of 1918 in advertising revenue?

We ask again, wouldn't you be surprised?

Of course there's a reason for it. There always is a reason for things like this.

In this case the reason is—RESULTS!

For instance, out in Dayton, Ohio, there is a concern marketing a Razor Strop. They are accustomed and willing to pay 25c per inquiry. They ran their copy in **PHYSICAL CULTURE**. Inquiry cost 11c. Sales cost 40c against their established average of \$1.00.

The power back of such unusual responsiveness is reader-interest. And reader-interest is what **PHYSICAL CULTURE** brings to the advertiser to a greater degree, in our opinion, than any other periodical.

If your advertisement carries a key **PHYSICAL CULTURE** will quickly demonstrate this fact. If it doesn't carry a key, that is no good reason why you should turn your back on proven reader-interest, is it?

PHYSICAL CULTURE

119 West Fortieth Street

New York City

O. J. ELDER, Advertising Manager

Western Representative

CHARLES H. SHATTUCK

770 Peoples Gas Bldg., Chicago, Ill.

New England Representative

METZ B. HAYES

44 Bromfield St., Boston, Mass.

Be Sure the Right Man Gets the Mail You Send

Don't Blame the Mail Sorter if He Isn't Able to Tell What Department Should Get Your Mailing Pieces

By Joseph Katz

Advertising Manager, The Hub, Baltimore, Md.

THERE'S nothing too good for you in the way of advertising talent when you are having your dealer literature prepared; three colors, four colors—you want the most effective thing you can get. What do you care about cost?

And all this excitement because you're afraid your pride and joy will wind up in the waste basket if it isn't attractive.

The real danger isn't with the waste basket so much as it is that the mail sorter of the firm to which you'll send it will hand it to the wrong man.

You usually don't give much thought to this individual—but he's the man who can nullify all your efforts.

When you send printed matter simply addressed "The Hub, Baltimore," it all comes up to the mail sorter's desk, and this worthy uses his own judgment as to what department should get it.

Often such an important event as the proposal of an exclusive agency for a well-known line will go to the buyer of a department—who will give it but a glance before sending it on its way to the paper pile. If the advertiser who sent it had had the foresight to look up the name of the head of the firm and address it personally, it would have reached a man who would have given it a degree of consideration powerful enough to overrule the buyer's objections, if he thought the proposition merited it.

The other day I ordered some pictures in color from a clothing advertiser as copy for some painted bulletins. Just as I expected, I found them, several weeks later, in the window decorator's room—where Mr. Mail Sorter had sent them. Window

cards—window trimmer—he reasoned and I had wired this concern three times before we located the pictures. It hadn't occurred to me to ask the concern to put my name on the package. As a result, in subsequent orders, even in telegrams we add the words, "Address package advertising department."

In important campaigns several concerns have been wise enough to notify *every man* in our organization who could be of any service, of the coming of the campaign—and his part in it. The advertising manager was told of the advertising done—the dates and when our firm's advertising would fit in. "We've also notified your buyer and window man," the letter continued. "And will you get in touch with them?"

The buyer was told of the things that would interest him; he was asked whether he had a good supply of the number to be featured in the advertisement. The window man was told of the window trim that was being expressed to him—and told to watch out for it. With the result that *all three* important men in the organization got together at the same time and put the thing over in great shape.

HOW RED CROSS SHOE LITERATURE REACHED RIGHT MAN

All these things sound elementary—but they're not so common in practice. We receive thousands of letters and circulars vaguely addressed The Hub—as if there was a Mr. Hub who would read them. And a good many pieces of expensive literature get to the wrong man because it's left to a mail sorter's judgment as to whether it should go to the firm, the merchandise

manager, the advertising manager or the buyer.

Often a letter reaches one man—and the piece of printed matter which follows under separate cover goes off to another department altogether. Here's how the makers of the Red Cross Shoe reached the same man three times in succession.

THE KROHN-FECHHEIMER CO.
MAKERS OF THE
RED CROSS SHOE
CINCINNATI, Ohio.

The Hub, Baltimore, Md.
Gentleman:—

We shoe-men often wonder just what advertising can do for us—how it pays—how to use it.

This is really a serious problem. Millions of dollars can be wasted by foolish advertising

... and millions of opportunities can be wasted by not advertising.

I recently asked a friend of mine (the head of one of the largest advertising agencies in the world) to give me a common sense, A B C statement of what I could get out of advertising if I were a retailer.

His explanation was so good, so simple, yet so-to-the-point that I want to pass it along to you.

So as to make the matter absolutely clear, I have split the story up into three parts with illustrations. The first part will arrive in a few days.

Look for it. It will be marked like this ♦ on the outside so that you can identify it.

Let me hear what you think of this advertising man's ideas.

Yours sincerely
EDGAR K. WOODROW,
Sales & Advertising Manager.

The mail clerk will give heed to booklets sent out by the Business Training Corporation, with this label attached:

This booklet is sent at the request of Mr. _____.

It is intended for his personal information and should go directly to his desk.

Business Training Corporation, 185 Madison Avenue, New York.

Study the keynote of your printed matter, and address it boldly to the individual in the organization whom you want to reach. If you can possibly get hold of his name use it by all means. It may mean a little more trouble, but it may mean the difference between success or failure, too. If you can't get the name, then at least address it to the "Hosiery Buyer," the "Advertis-

ing Manager," or whoever he is. Don't leave it to the mail sorter's judgment—you're taking long chances.

And best of all send it to *everybody* in the organization whose boost can do your proposition good.

The Farmer and the "Agent"

There are more farmers on Sucker Lists, probably, than men of any other class. Agents have lists of reliable, industrious men who are too easily influenced, and these lists are sold by designing men to each other. A man on the Sucker List is usually a worthy citizen; his note is good at the bank; he works hard at making money, but is too easily influenced by a poor but brilliant argument. I know a good farmer who is the prey of nearly any clever schemer who appears, and this is so notorious that when his women folks see him talking to a stranger in the field, they say, "Pa is with an agent again!" and hurry to his assistance. The country is infested with agents, and farmers must learn to handle them at least as well as do town men; and in this respect town men do not do so well as they should.—Ed. Howg, in *The Country Gentleman*.

Arlington Works' New Advertising Manager

Winfield Biddle Milnor was recently appointed advertising manager of the Arlington works of E. I. du Pont de Nemours & Company, Wilmington, Del. He became associated with the company last April, as distribution manager of the du Pont advertising division. For eight years he was assistant manager of the Philadelphia office of the Curtis Publishing Company's advertising department and had also been advertising manager for Lever Brothers' Lifebuoy Soap.


Charles R. Rosenberg, Jr., was this month appointed associate editor of the "Du Pont Magazine." He has been an executive for the Government in charge of the correspondence department for airplane equipment and was previously connected with various publications, advertising agencies, etc.

Working Clothes for Women Advertised

The Schulman Company, Inc., of New York, is advertising one-piece khaki suits for women to wear in factories, using full-page space in business papers for this purpose. Photographs are shown of models wearing these garments against a background representing a scene in a machine shop. The trade-mark for the garment is "Morewear Industrial Clothes." Another type is also made for men.



**The
St. Louis Star
Gained 108%
in National
Advertising
in December 1918
over
December 1917.**



**-don't say "Paper"
Say "STAR"**

Trade Mark Registered

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

PHILADELPHIA
Colonial Bldg.

NEW YORK
Fifth Ave Bldg.

To a Manufacturer

The great fortunes of the future will not be made out of coal, iron, steel, oil, timber and metals sold in bulk as of old.

The big business of coming years will be done in *trade-marked merchandise*. And this merchandise will be sold not alone to the one hundred and ten million consumers in the United States—but to the *three billion consumers of the whole world*.

If the Liggett-Rexall Drug Stores can do a 50 million dollar business in merchandise mostly trade-marked; the United Cigar

Street



The Jonteel line of Toilet Requisites reached a greater volume of sales its first year—recently finished—than any other similar line. This success is not the result of guess-work or luck. Product, package and advertising were "consumer proved" before a piece of merchandise was offered for sale.

with *World Vision*:

Stores 53 million dollars; the Atlantic & Pacific Tea Company 126 million; Woolworth 109 million; Sears Roebuck 175 million—and all in the United States alone—what infinite volume of trade-marked merchandise awaits the Vision which sees in terms of the three billion consumers of the world?

To the manufacturer ambitious to enter this unprecedented conquest in big units, we offer an accurate system for finding products that will sell in large volume.

& Finney Inc.

Established 1902

Pay-as-you-enter Advertising



171 Madison Avenue

New York

Here's Light on the Legal Responsibility of the Advertising Agent

Publisher Can Hold on Contracts Made for an Advertiser, G. B. Plante Advises

AN interesting problem, which is often brought to PRINTERS' INK's attention, has to do with the legal responsibility of the advertising agent. If an advertiser goes bankrupt, or defaults, can the advertising agency be held responsible for the full amount on unfilled contracts with publications? And similarly, if an advertising agency should fail, can the publication force an advertiser to pay its claim held against the advertising agent, even though the advertiser may already have paid the agent the sum in question?

We believe that these matters are of sufficient interest to our readers to warrant the publishing of an opinion which PRINTERS' INK has secured on this subject from Guthrie B. Plante, of the law firm of Morris, Plante & Saxe. Mr. Plante has had wide experience in handling legal matters relating to various phases of advertising.

"The advertising agent," Mr. Plante tells PRINTERS' INK, "is the representative of the advertiser. As to the publisher, he is an independent contractor and, therefore, principal. This results, not from any well defined line of court decision, but from the manner in which the business is transacted.

"The publisher looks to the agent for the performance in all respects of the contracts placed by the agent, including the payment of the agreed rate, and the agent is rarely in a position, even should he so desire, to successfully raise the defense to a suit by the publisher that he acted only as the agent of the advertiser and was therefore not personally liable. Few cases in which such defense has been attempted have been brought to my attention, and I know of one only in which the defense was successful.

"Recognition of the agent,

which carries with it the much sought right to deduct commissions, is granted only upon the agent satisfying the publisher personally or through the medium of the association of which the publisher is a member, as to his ability to answer for all the advertising which he may place. Having secured his recognition in this way the agent is not thereafter in a position to claim that he is not to be held responsible. In most cases also a long course of business dealings affords in other respects sufficient proof to establish that the agent has held himself out to be and has been treated by the publisher as principal. Indeed, in forms of contract in use at the present time the agent is usually personally bound by some appropriate expression such as 'charge to the account of the undersigned agency,' or the like. Most of these forms have been voluntarily prepared by the agents and evidence their desire to avoid misunderstanding by recognizing in the first instance a relationship in which they are personally responsible.

A CONTRACT FOR SERVICES

"With reference to your second question, it is now authoritatively settled that advertising contracts are to be treated as contracts for services. Accordingly in suits by the publisher upon unfulfilled advertising contracts the measure of damages is the full amount of the contract price, it having been held by the Court of Appeals in this State, *Ware Brothers v. Cortland Cart & Carriage Co.*, 192 N. Y. 439, that the ink used and the paper upon which the advertising is printed are too trivial in value to change the character of the contract from one for services to be rendered.

"This decision, which controls

in all cases brought in this jurisdiction, has been followed by the Courts of New Jersey and is in line with similar decisions by the Courts of other States.

"The argument is frequently advanced that advertising is a commodity and that the rules applicable to contracts for goods or merchandise should be applied in suits for unfulfilled advertising contracts; and such was the contention in the Ware Brothers case, but it was flatly rejected by the Court.

"The general rule in suits upon unfulfilled contracts being, as heretofore stated, that the contract price unpaid is *prima facie* the measure of damages, it follows that the publisher will be entitled to recover the full amount unpaid unless the defendant can prove some item in reduction of the damages, such as an amount which it would have cost the publisher to have published the advertising. With respect of all such items in reduction of damages the burden of proof is upon the defendant, a difficult burden to sustain in view of the peculiar conditions pertaining to the business of publishing advertisements.

"There are, of course, cases in which this general rule as to the measure of damages does not apply to its full extent. Such cases result from special contract between the parties. The familiar short rate clause, providing for the payment of the earned rate if the entire amount of space contracted for is not used, is an example of this kind. In such case the recovery is limited to the difference between the contract price paid and the rate earned for the space actually used."

Further Changes on New York "Sun"

D. Fitz-Gibbon, the new advertising manager of the New York *Sun*, morning edition, now has charge of the whole field for that paper. R. A. Fletcher, who has handled the foreign advertising for both the morning and evening *Sun*, will in the future devote his attention to the *Evening Sun* only. J. Hamilton will handle the foreign department for the morning and Sunday *Sun*.

Howard G. Stokes With Motion-Picture Producers

Howard G. Stokes, for the past seven years copy manager of the New York Telephone Company, has been appointed production manager of Prizma, Inc., producers of the color motion-picture films, located in New York. He has resigned from the telephone company to take effect February 1.

Wilbur E. Johnson will succeed Mr. Stokes as copy manager and Allan B. Stearns will assume the duties of supervisor of information bureau, both appointments being promotions from the copy department of the telephone company.

Leaves Ford & Son for Agency Work

J. Kingsley Gould has joined the staff of the Campbell-Ewald Company, Detroit, advertising agency. He was formerly advertising manager of the Ford Motor Company, of Canada, and more recently was connected with the Henry Ford & Son at Dearborn, Mich. He served in the army for six months, recently receiving his discharge.

Fred H. Walsh Now with Leslie's

Fred H. Walsh has resigned as head of the contract department of Frank Seaman, Inc., New York, to join the advertising department of *Leslie's Weekly*. Mr. Walsh was formerly with the H. E. Lesan Advertising Agency. Jack Walsh has been appointed his successor at the Seaman agency.

To Handle Advertising Illustrations

George W. Winemiller, who has been connected with the Frank Presbrey Company, New York, for fourteen years, more recently as art director, has resigned, and with Charles F. Miller will open offices under the name of Winemiller-Miller, Inc., to handle general advertising illustrations.

Goes With Methodist Centenary Commission

Earle Pearson, secretary of the Advertising Club of New York, has resigned in order to become director of publications for the Methodist Centenary Commission.

Will Represent "Implement & Tractor Journal"

J. W. Penslee has been appointed to represent the *Implement and Tractor Journal*, Kansas City, Mo., in Ohio and Michigan, with headquarters in Detroit.

Washington "Star's" Pension Plan

The Washington *Evening Star* has set aside \$30,000, to be augmented later on, for employees' pensions and disability and death benefits.

Provision is made for a retirement pension, payment during illness, and a death benefit. The retirement feature provides for the retirement of an employee at the age of sixty, after twenty-five years of continuous service on the *Star*. He is allowed a certain portion of his average salary for the ten years preceding his retirement, multiplied by his number of years of service. The disability rule provides for a full year's salary during a year's illness, and a pension for sickness or injury sustained while in the employ of the newspaper. The death benefit practically allows each employee an insurance policy of \$1,000, with an added feature of immediate payment of a portion of the amount to the widow or next of kin. The latter was determined upon because of its special benefit to a dependent in time of need.

The annual pension allowance for each employee retired on account of age, length of service or disability has been decided upon as two per cent of his annual pay during the ten years next preceding retirement, multiplied by the number of years of his term of employment, providing that no pension shall exceed fifty per cent of the average annual pay during such ten years. The minimum pension is to be \$20 per month, and no pensions are to exceed \$5,000 per annum.

All employees who have worked with the paper for one year are qualified to receive disability payments. If the term of employment has been ten years or more, full payment is given for thirteen weeks, with half pay for thirty-nine weeks. If the terms of employment has been from five to ten years, full pay is allowed for thirteen weeks and half pay for the same length of time. In cases where the employment has been from one to five years, full pay is allowed for four weeks and half pay for nine weeks.

"Sunkist" Discontinues Premiums

W. Roy Watson, formerly manager of the premium department of the California Fruit Growers Exchange, Los Angeles, with headquarters in Chicago, has been transferred to the main office of the advertising department in Los Angeles. The company's premium offer of silverware in redemption for orange, lemon and grapefruit wrappers, was discontinued January 15.

Dudgeon Back with Campbell-Ewald

William C. Dudgeon has been discharged from military service and has resumed his position on the advertising staff of the Campbell-Ewald Company, Detroit.

Increased Advertising for Harley-Davidson

The Harley-Davidson Motor Company, Milwaukee, motor cycle manufacturer, will invest twice as much money in newspaper advertising this season as in 1918. The appropriation for national mediums and business papers is also larger this season.

Last season, when the Government took over the company's entire production, it was determined to continue keeping the company's name before the public, even though the dealer organization could not be supplied with machines.

"We did not expect the dealers to do any advertising," O. Grigg, the advertising manager, tells *PRINTERS' INK*, "because they could not afford to; therefore, we felt that it was our duty to do some extensive advertising at our own expense, whereas, heretofore, nearly all of our newspaper advertising was handled on a 50-50 basis with the dealers."

"Our plans were made accordingly, but after we had a nice start, the armistice was signed. This, of course, meant that we would be able to supply our dealer organization in a very short time, and that newspaper advertising would also be handled by our dealers."

Regardless of the changed conditions, the Harley-Davidson company will go through with its original plans for increased advertising.

Victor Summarizes Its War Work

In full-page newspaper advertisements published throughout the country, the Victor Talking Machine Company, Camden, N. J., discloses the fact that at one time before the armistice was signed ninety per cent of the company's plant was engaged in war work.

"If it were possible to disclose Government secrets," the advertisement states, "and tell of the scientific experiments which were conducted and of the devices and products which were manufactured, the public would appreciate what a valuable help the Victor plant was to the Government in winning the war."

Now, however, with war work accomplished, the plant is "again bending its energies to supplying the musical needs of the nation—of the whole world."

Canadian Accounts Looking Up

The Canadian advertising of the Auto Strop Safety Razor Company has been placed in charge of Norris-Patterson, Ltd., Toronto.

This agency reports that the Waltham Watch Company has greatly increased its appropriation for Canadian advertising for 1919. Another of its clients, the Cudahy Packing Company, is planning a new series of advertisements in newspapers and magazines covering the Dominion.

FROM COAST TO COAST—AND BEYOND



RELY ON THIS LABEL AND THESE DISTRIBUTORS
FOR YOUR SUPPLY OF "DOVE MILL" BRISTOLS

- | | |
|---|---|
| Alexander-Holden Paper Co., Inc.
New York City | J. P. Heilbronn Co., Manila, P. I. |
| The Alling & Cory Co.,
Buffalo, N. Y. | Highland Mfg. Co., Holyoke, Mass. |
| The Alling & Cory Co.,
Rochester, N. Y. | Hudson Valley Paper Company,
Albany, N. Y. |
| The Alling & Cory Co.,
Pittsburgh, Pa. | Leader Card Works, Waukegan, Ill. |
| American Paper Co.,
Seattle, Wash. | Manhattan Card and Paper Co.,
New York City |
| R. P. Andrews Paper Co.,
Washington, D. C. | Marshall Paper Co., Appleton, Wis. |
| R. P. Andrews Paper Co.,
Norfolk, Va. | John Martin Paper Co.,
Winnipeg, Canada |
| R. P. Andrews Paper Co., York, Pa. | John Martin Paper Co.,
Calgary, Canada |
| Bay State Paper Co., Boston, Mass. | John Martin Paper Co.,
Edmonton, Canada |
| Beecher, Peck & Lewis,
Detroit, Mich. | Matthias & Freeman Paper Co.,
Philadelphia, Pa. |
| Beckman Paper & Card Co.,
New York City | Milton Paper Co., New York City |
| Blade Printing & Paper Co.,
Toledo, Ohio | Parker, Thomas & Tucker Paper Co.,
Chicago, Ill. |
| Blake, McFall Co.,
Portland, Oregon | Peyton Paper Co., Duluth, Minn. |
| The E. A. Bouer Co.,
Milwaukee, Wis. | Pratt Paper Co., Des Moines, Iowa |
| Bradner Smith & Co., Chicago, Ill. | Paper House of New England,
Springfield, Mass. |
| John Carter & Co., Boston, Mass. | Reliable Paper & Card Co., Inc.,
New York City |
| Central Card & Paper Co.,
New York City | Richmond Paper Co., Richmond, Va. |
| Clement & Stockwell,
New York City | The Seymour Co., New York City |
| Dobler & Mudge, Baltimore, Md. | Sloan Paper Co., Atlanta, Ga. |
| Donaldson Paper Co.,
Harrisburg, Pa. | Spokane Paper & Stationery Co.,
Spokane, Wash. |
| J. & F. B. Garrett Co.,
Syracuse, N. Y. | Stone and Andrew, Boston, Mass. |
| John W. Graham & Co.,
Spokane, Wash. | Troy Paper Co., Troy, N. Y. |
| | Union Card & Paper Co.,
New York City |
| | Whiting-Patterson Co.,
New York City |
| | Wright, Barrett & Stilwell Co.,
St. Paul, Minn. |

George W. Wheelwright Paper Co.
BOSTON, MASSACHUSETTS



A POWER : PU

The Black Cat Textiles Co. have entered the field through the medium of Painted Display.

The power of advertising outdoors is the driving force across with conviction.

Dominating in location, size and color, it is a powerful selling campaign.

What the Outdoor field has done for others it will do for you.

Let us explain how this medium will best serve you.

CHICAGO

Thos. C. G. S.

Largest Advertising Company



R. PUBLICITY

ed the field of Outdoor Advertising in a big way,
y.

the driving force that carries your selling mes-

it thoroughly rounds out any advertising and

then it will do for you.

est serve you.

usack Co.

NEW YORK

Advertising Company in the World

There's no let down in oil—

SOME industries are slacking down in their purchasing departments. Oil is pushing ahead vigorously to keep the wheels of commerce moving. More wells, more refineries, more marketing equipment is being bought and planned for now than ever before. Oil will build up Europe.

You can start after this market **IMMEDIATELY**. Forms for the national news-paper of the oil industry close on Friday.

The paper is in the mails Wednesday.

Page size, 7 in. x 10 in. Page rates—
1 time, \$90.00; 6 times, \$75.00; 13 times,
\$65.00; 26 times, \$50.00; 52 times,
\$40.00.

Go where business is good.

**An A. B. C. Audit—Unique
in oil publishing—removes
all risk from quick action.**



How the Six Hour Day Is Regarded in England

Suggested by British Advertiser to Improve Labor Conditions without Loss of Output

By Thomas Russell

London Correspondent of PRINTERS' INK

CIVILIZATION, to be reconstructed after its best brains have for fifty-one months been busy destroying it, requires big factory output. Labor, having discovered its full strength during the busy years of war, wants short hours.

Incompatible? Well the proposition looks like that. But one man thinks the two ideals can be reconciled, and that man is not a labor leader in the usual sense. He is a big advertiser—before the war one of the biggest—Lord Leverhulme, formerly Sir W. H. Lever.

William Hesketh Lever, chairman of the great concern of Lever Brothers, Limited, built Port Sunlight, a soap factory with a garden village round it; devised a scheme of labor co-partnership that works; enthusiastically made less Sunlight Soap that he might furnish more glycerine to explosive factories; and achieved the unusual feat, when he received a peerage, of not allowing his identity to be destroyed.

The British custom, when a man's name becomes particularly famous, is to get it forgotten as soon as possible, by making him a Lord and giving him a title that everyone quickly forgets. Do you know who Sir William Thomson and Lord Kelvin were? They were one and the same person. You may be able to recognize in Lord Reading the great jurist Sir Rufus Isaacs, and in Lord Cowdray the great engineer Sir Weetman Pearson, who built the New York subway: but do you know that Lord Strathcona began life as Donald Alexander Smith and Lord Cromer as Evelyn Baring, and that the famous Sir John Lubbock was extinguished under

the title of Lord Avebury? You do not.

Mr. Lever, who had meantime become Sir W. H. Lever, M.P., had more respect for his own identity than any of these men: he ingeniously combined his own name with his wife's maiden name and became Lord Leverhulme.

Labor unions, here called trade unions or societies, are not a very tender proposition. They have had to fight capital so often that even when capital is on its best behavior they profoundly distrust it. The labor-market is generally too full for the workers' comfort. The policy of the societies is to make as many jobs as possible. They discourage overtime, and press for short hours, arguing that it is better to have three men working eight hours a day than two working twelve hours and one idle.

They are not always as reasonable as this. They discourage profit-sharing schemes on the extraordinary ground that these tend to attach a man too closely to one factory. They try to limit output; first to discourage competition between man and man, and secondly, arguing that a factory can only sell a certain output, and that if this quantity is reached, short time will be worked, or men laid off.

Obviously the remedy for this is advertising, the economic value of which is little understood by labor.

RUIN WITHOUT COMPETITION

It is evident that in present conditions, limitation of output will not only delay European reconstruction, but also impoverish the nation that practices it. England, and all European countries, need export trade to replenish their

war-losses. Export business can only be obtained against competition, and some of this competition will be German. Low output means high overhead, and high overhead means high prices, which spell ruin. It is mere imbecility to imagine that Germany can be, or ought to be, kept out of the world's markets. The peoples most injured by this would be the Belgians, the Serbians and the French. Only by trading can Germany pay her debt to them.

Although it is the Trade Unions that have fought employers in the past, all the worst labor troubles during and immediately before the war arose from men breaking away from their leaders and striking sectionally. Employers fear this kind of thing—in spirit the same as Bolshevism—more than they fear the unions themselves. You can deal more easily with an organized body than with individual shops. On the Clyde, where shipbuilding was hindered by such troubles, the men threw over their societies, and the limitation system was exemplified in bad shape. But it exists in many trades, and the British workman is a slow producer anyway.

Figures have been published, showing relative productivity per man in Britain and the United States. They are startling.

How is output to be increased, compatibly with the short hours demanded by British labor? Already the eight-hour day—forty-eight hours a week—is found too long; engineering trades, like the boiler-makers, etc., claim that the forty-four hours now worked will produce as much. If they do not, employers recognize that it will be impracticable to insist.

On the face of it, short time looks like low output. But it is not always so. In a Government munition factory successive reductions of hours worked produced remarkable effects. Women working eleven hours a day made 11 per cent more fuses per week when the day was reduced to nine hours, and 5 per cent more per week working seven and a half hours a day. Lord Leverhulme

believes that a six-hour day is enough, if the spare hours are used intelligently. His welfare work at Port Sunlight is well known and has been described in *PRINTERS' INK*.^{*} He considers that of all welfare work the proper apportionment of time is the thing that will yield the best results.

"EIGHT HOURS' PAY—SIX HOURS' WORK"

Lord Leverhulme's belief is that a factory can profitably pay as much for six hours' work in a day as for eight; and that the six-hour plan would solve many problems. In one of his many speeches on this subject he said:

"In addition to the effect of a six hours working day in giving all that we require in production from our workers so that we can pay to the workers the same rate of pay for the reduced hours that they receive for the longer hours, it would give us this great national advantage: it would solve the education question for the boy and girl on first leaving school; it would solve the question of physical training; and it would solve the question of the outlook on life of our workers.

"Can you fancy anything more sordid than the life of a boy or girl who goes into the factory to-day under the stress of modern conditions? His grandfather probably went at eight years of age, he goes at fourteen, and from then to seventy he sees nothing but a few holidays, so few that he scarcely knows how to systematize and make the most of them; and his horizon, his whole outlook on life, is stunted and he cannot live the life he was intended to live. It was never the Creator's intention to send us into this world so many 'hands.' He sent us with imagination, He sent us with love of the country, He sent us with ideals and outlook, and these are simply stifled under our present industrial system."

Lord Leverhulme is too wise to imagine that any industrial reform

^{*}*PRINTERS' INK*, Feb. 10, 1916.

62,958

This was the average circulation of

The Des Moines Capital

for the entire year of 1918, almost 63,000 a day. This is a gain over the total average for the year 1917 of more than 10,000 copies daily.

The Capital is a growing newspaper,—growing in circulation, but growing more thoroughly in the respect and affection of its readers. It is starting the new year with splendid spirit and enthusiasm, and in an advertising sense is publishing more advertising each week, without a Sunday newspaper, than any Des Moines newspaper including their Sunday issues.

This is going to be distinctively a Des Moines Capital year, as far as this field is concerned.

The Capital is one of the cleanest newspapers in America, guarantees all of its advertising, and publishes what many people consider the best newspaper in the State of Iowa. The Capital receives the full leased wire service of the Associated Press, and takes special pride in the Chicago Daily News foreign cable service; the correspondence of David Lawrence, who is with the President; and the cable service of Frank Simonds, who is an additional representative at the peace conference. Furthermore, the Capital publishes each day the editorials of Dr. Frank Crane, the most brilliant and stimulating single editorial which appears in any American newspaper.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher.*

New York and Chicago Representatives
O'MARA & ORMSBEE, Inc.

will last if it is effected at a loss. His plan is to overwork the machinery instead of the worker. There is more profit in four six-hour shifts a day than in two eight-hour shifts. As soon as a mechanical problem is seen face to face, the impracticableness of anything but full employment of machinery becomes obvious. What would be the effect on transport and travel, if the engines on an Atlantic steamer only ran sixteen hours a day? In the present state of the world, twenty-four hours a day are all too short for production to be going on.

One most interesting feature of Lord Leverhulme's psychology is his sympathetic appreciation of monotony. The more efficient your plant, the more automatic it becomes. He said: "If you put me into a factory I should chafe. There is no comparison between work of that kind and many other occupations—my own for instance. I can go on working from early morning till late at night because my work is full of interest. In my opinion, the first thing we must strike at in any effort at improvement is the tediousness of mechanical work."

The shortsighted feature of most plans for reducing hours is that they take no thought for the use of the saved time. No sermon could be much worse for a man who has to live by labor than one which took for its text the curse of labor. Work isn't a curse if there is any spirit behind it. If the trade unions would abandon their opposition to co-partnership schemes, the output problem would soon disappear. It is of little use to save two hours a day from labor, if you waste them. Lord Leverhulme's plan is to devote them to self-improvement.

"These two hours," he said in one of his addresses, "must be nationalized. In this better organization of our industries, we can take our boy or girl at fourteen—and I want this to be compulsory by law, because I am quite conscious otherwise that it would fail. I would never have gone to school if my father had left the decision

to myself—I don't know whether everyone else in this room, in his inmost soul, had this same feeling, but I am conscious I would rather have played about than gone to school at that age. However that may be, it must be compulsory after fourteen years of age as it is now up to fourteen years, to receive from fourteen years to eighteen years extended education and physical training for two hours a day; from eighteen years to twenty-four years there should be technical education and education of the University type and further physical training for two hours a day; and from twenty-four years to thirty years these two hours a day must be given for military training, for physical training and for training and education in all the duties of citizenship.

"We give no attention to training for citizenship. We take men who have never had the opportunity of making a study of such matters; they are elected to the parish councils, district councils, and so on throughout the country, and we don't get that scientific government in our municipal affairs that a little education would have given."

The speech quoted was delivered on November 11, 1917, exactly one year before the Armistice. Lord Leverhulme would now, I hope, be willing to omit military training. If a League of Nations is created and is a reality and not the sham which some persons are trying hard to make it, there will be no need for military training. The most potent force operating to make it a reality is organized labor. I predicted, in a book published in 1905, that war would ultimately be abolished by the combined action of the workers of all nations. British labor is to be represented at the Peace Conference. I do not believe that any democracy will stand for conscription in peace-time. A system so favorable to war and so unfavorable to production is evidently doomed. The individual who has done, and will do, the most to abolish it is a gentleman named Woodrow Wilson.

Only One National Tractor Show And One Number Featuring It

The Fourth Annual National Tractor Show will be held in Kansas City, February 22d to March 1st. For Tractors it is what the New York Show is for Automobiles. And the Tractor Industry bids fair to exceed Automobile Records.

Spokesman of the Show

The Implement and Tractor Trade Journal has been the Spokesman of the National Tractor Show since the first event. The 1919 National Tractor Show Number will be published February 15th. Manufacturers, Dealers, Jobbers, and Exporters depend upon it for important advance information.

You Can Get a Hearing Now

It is the issue that reaches the trade when every influential mind is thinking in terms of Tractors and Power Machinery.

Whether You Exhibit Or Not

Whether you exhibit or not, this Annual Tractor Number should carry your copy if your product aspires to recognition in the tractor field. The number will reach all tractor manufacturers, besides leading dealers, distributors and exporters.

Ask Us About It

We will be pleased to submit information and rates upon application. Space reservations should be made immediately.

Implement & Tractor Trade Journal

Omaha
Minneapolis

Home Office—Kansas City

New York
F. M. Dampman
253 Broadway

The Implement & Tractor Trade Journal carried more advertising during 1918 than any other paper in its field. The same was true during 1917 and 1916. It is the National Tractor Authority published in the heart of the tractor industry and market.

ANNUAL SHIP BUILDING AND FITTING OUT NUMBER

THE MARINE REVIEW

Published Monthly
Vol. 49, No. 2

CLEVELAND, FEBRUARY, 1919

Entered as second class matter, March 26, 1876, at the post office at Cleveland, Ohio under No. 107 of March 2, 1878.

25 Cents a Copy
\$2.05 a Year

The simple, rugged, dirt and moisture-proof construction, dependable, care-free operation and ease and flexibility of control of

SHEPARD ELECTRIC CRANES AND HOISTS

account for their wide-spread adoption by modern shipbuilding plants all over the country. The Shepard Line includes Electric Traveling Cranes, Mono-rail Cranes and Electric Hoists—7½ to 30 tons.

See advertisement on
inside back cover.

**SHEPARD ELECTRIC
CRANE & HOIST CO.**
MONTAIGU FALLS, N. Y., U. S. A.

New York, Philadelphia, Boston, St. Louis, Chicago, San Francisco, Seattle, Portland, Tacoma, Vancouver, Victoria, Montreal, Quebec, London.

2195A



SHEPARD

ELECTRIC CRANES & HOISTS

Alphabetical List of Advertisers, page 120

Contents, page 3

"What-to-Buy," page 70

Classified Advertisements, page 75

REAL MEAT

Below are listed a few of the articles that comprise the Editorial pages of the February issue of The Marine Review.

The Annual Shipbuilding and Fitting Out Number

U. S. Ships Delivered by American Yards

(12 pages, giving name, address of yards, names of 506 ships, tonnage, type, size, speed, date launched and delivered, all official figures never before published.)

World Charter Market.

What Congress Plans for U. S. Ships.

Owners Outline Proposed Ship Policy.

The Freedom of the Seas from Britain's Viewpoint.

Are War-Built Ships Fit for Peace?

U. S. Yard Investment Is \$200,000,000.

When Germany Yielded the Sword at Sea.

High Wages Raise Shipping Costs.

Men Who Ruled World's Tonnage.

Operating and Managing Agreements.

Ports That Beckon to American Trade.

Traffic on Great Lakes in 1918.

How Navy Fought in France.

The titles of these articles are only partially indicative of their true worth. The complete issue itself must be seen and read to understand why The Marine Review today is offering advertisers in the Marine field a service *par excellence*.

Boiled down, it is because the editorial contents of the paper contain "real meat," of which this issue is a fine example—no "write-ups"—no puffery—not a heterogeneous mass of superficial information—but facts, figures and pictures about subjects of real importance to this field, attractively arranged and interestingly told. These are some of the reasons why The Marine Review

—appeals to worth-while men

—it is read

—it has prestige and influence extending back over 40 years

—its circulation is NATIONAL

—its circulation represents real buying power

These are facts that are becoming more and more recognized—as evidenced by the gain of 36% in number of advertisers and 84% in volume of advertising during 1918.

A copy of this great issue—from an editorial standpoint undoubtedly the finest number of a marine paper ever published—will be sent on request.

Penton Publishing Co., Cleveland, U. S. A.

also publishers of

THE IRON TRADE REVIEW (Weekly)—THE FOUNDRY
—POWER BOATING (Monthly)—DAILY IRON TRADE
AND METAL MARKET REPORT

also members

Audit Bureau Circulations and Associated Business
Papers

The Campbell-Ewald Company

serves many prominent and progressive advertisers. These firms are acknowledged leaders in their lines. Naturally, they use particular care and keen judgment in their selection of an advertising counsel.

To be retained by them in this capacity is a great, and gratifying, responsibility.

The Campbell-Ewald Company meets that responsibility with capable, complete co-operation.

The continued, satisfied patronage of its clients is convincing evidence of the success of the Campbell-Ewald Advertising.

Advance-Rumley Thresher Co., La Porte, Ind.	Tractor and Threshing Machinery
Ashley & Dustin, Detroit, Mich.	Steamboat Line
Bank of Detroit, Detroit, Mich.	Bank
Bearings Service Co., Detroit, Mich.	Bearings Service
Bishop Calculating Recorder, New York City	Calculating Machines
Baldwin Chain Co., Worcester, Mass.	Roller Chains and Sprockets
Covert Gear Co., Lockport, N. Y.	Gears and Transmissions
Caughy-Joseman Co., Detroit, Mich.	Field Seeds and Grain
D. & C. Navigation Co., Detroit, Mich.	Steamboat Line
Dayton Engineering Lab. Co., Dayton, O.	Starting, Lighting, Ignition System
DeCamp & Sloan, Newark, N. J.	Tools and Dies
Dafoe Eustace, Detroit, Mich.	Canvas and Leather Specialties
Edgar A. Murray & Co., Detroit, Mich.	Insecticides
Elliott-Fisher Co., Harrisburg, Pa.	Bookkeeping Machines (Direct Adv. only)
Erd Motor Company, Saginaw, Mich.	Motors for Tractors and Trucks
Everton Engraving Co., Detroit, Mich.	Engravings and Electros
Famabella Co., Detroit, Mich.	Poultry and Pigeon Feeds
Federal Motor Truck Co., Detroit, Mich.	Motor Trucks
Gray Motor Co., Detroit, Mich.	Motors
Harrison Radiator Co., Lockport, N. Y.	Radiators
Hyatt Roller Bearing Co., Newark, N. J.	Roller Bearings
Jaxon Steel Products Co., Jackson, Mich.	Automobile Wheels and Rims
Klaxon Company, Newark, N. J.	Automobile Horns
Knoepfel, C. E., & Co., New York City	Efficiency Engineers
Michigan Copper & Brass Co., Detroit, Mich.	Brass and Copper Work
Modine Mfg. Co., Racine, Wis.	Tractor Radiators
Muzzy-Lyon Co., Detroit, Mich.	Motor Bearings
Master Primer Co., Detroit, Mich.	Auto Primers
Nelson Baker Co., Detroit, Mich.	Manufacturing Chemists
Ohio Cultivator Co., Bellevue, Ohio	Farm Machinery and Paper Balers
Oliver Chilled Plow Works, South Bend, Ind.	Agricultural Implements
Parrett Tractor Co., Chicago, Ill.	Tractors
Pitman-Moore Co., Indianapolis, Ind.	Hog Serum and Biological Products
Rand-McNally Co., Chicago, Ill.	Maps, etc.
Remy Electric Co., Chicago, Anderson, Detroit	Starting, Lighting, Ignition System
Rosendale, Reddaway Belting & Hose Co., Newark, N. J.	Belting and Hose
Stearns, Frederick & Co., Detroit, Mich.	Wholesale Drugs
Stephenson, Inc., New York City	Phonograph Motors
Shelby Sales Book Co., Shelby, Ohio	Sales Books
Thompson Auto Co., Detroit, Mich.	Truck and Auto Dealers
United Motors Service, Inc., Detroit, Mich.	Accessory Service
United Motors Corporation, New York City	Automobile Accessories
Wagstaff Coffee Co., Detroit, Mich.	Coffee
Wayne Color Plate Co., Detroit, Mich.	Engravers and Electros
Wilson Body Company, Detroit, Mich.	Automobile Bodies

CAMPBELL-EWALD COMPANY

Successful Advertising

New York

Detroit

Chicago

Honor Awards Prove Better Sales Stimulants than Cash Prizes

Protectograph's "Army Training Camp" Contest Brings Record-Breaking Sales

By Jack W. Speare

Advertising Manager Todd Protectograph Co.

OUR sales contests in the past have proved that the average "specialty" salesman will work harder and produce a greater volume of business for a prize such as a gold watch or a diamond ring than for its equivalent in cash commissions or bonuses. He will work harder for a \$5 gold medal or button than for a \$500 prize. But the "ne plus ultra" of the salesman's desire is a "Certificate" or an "Honorable Award of Distinguished Service," or anything that has an engraved inscription and a bunch of seals hanging onto it—provided it is signed by the heads of "Dear Firm" and of a shape to be framed and hung up in the parlor for the admiration of posterity.

So much for the ordinary run of prizes and awards, and we have used them all, from watch fobs to Ford cars. In the year 1918, with the clarion call to save Democracy drowning all other sounds, we learned something else:

The American "live wire" will work harder, with more purpose and enthusiasm, for a purely patriotic impulse alone, than for any mere mercenary gain or symbol—provided it is the impulse of genuine patriotism.

This, of course, is characteristic of the breed from which successful American salesmen spring, and merely proves what everyone now knows—that there are no finer, truer patriots than the army of American traveling salesmen, and that no true appeal to their love for the U. S. A. is ever made in vain.

Consider your average salesman on the road. He may work *faithfully* from a sense of loyalty to his house; to pay for his daily bread; to keep up the payments on

his home; to clothe his wife and children in purple and fine linen for the admiration and envy of his neighbors, and to assure their future when his earning days are over. But between mere day-by-day plugging, on the one hand, and live-wire, high-pressure enthusiasm, on the other, there is all the difference between merely getting along and making them take you into the firm. And to pull the salesman out of himself, to send him on that fine flight of mental exaltation that takes him to the heights of Olympus where he treads on air with head in the clouds and goes to bed after each irresistible "I-dare-you-to-say-no" day impatient for the dawning of the next—that takes something more than a gold-headed umbrella or a humdrum bread-and-butter objective.

In other words, you cannot arouse the highest emotions in him with anything short of a highly spiritual appeal; and your average American of this generation has never been touched by anything that aroused him to the depths of his being like the appeal to "Make the World Safe for Democracy."

PATRIOTIC APPEAL DOMINANT

So for the first half of 1918, G. W. Lee, our sales manager, planned a purely patriotic "Military Contest." We had recently closed one in which between forty and fifty salesmen were winners of Ford cars, just at a time when they were all clamoring for cars with which to cover their territories more closely and economically, and it looked as though we would have to "go some" to beat the success of that Ford contest. We had used, in the course of twenty years,

some fifty odd different forms of sales contests, ranging all the way from "baseball championships," with the various branch offices organized into "leagues," to "presidential campaigns"; and the prizes had varied from traveling bags and diamond pins, to trips to Europe, trips to the factory, guns, 32nd-degree buttons in our "Legion of Honor," portraits of winners published in our advertisements—everything imaginable that had an intrinsic or sentimental value to a salesman.

And then came the patriotic contest of January-July, 1918, with Liberty Bonds and War Stamps as prizes, and "Officers' Commissions" in the "Protectograph Army" as insignia—and threw all past records so far in the shade that there was no comparison.

Announcements, folders, etc., were mailed to the sales force during this contest. They were all in the form of "General Orders," issued by the "Commandant" (Sales Manager Lee) and the members of the firm constituting the "War Board."

The appeal, you will see, was purely to the patriotism of the salesmen. They were "sold" on the idea that Uncle Sam counted on the Protectograph organization to dig down deep and buy a good many hundred thousand dollars' worth of Liberty Bonds as its share toward financing the war; that every salesman would naturally and voluntarily buy all the bonds he could handle, anyway, but that Uncle Sam expected him to do even more than that.

So the company would enable him at least to double his Liberty Bond subscriptions by giving him a \$50 bond every time he sold a certain number of "points"—in addition to his regular commissions.

The harder he worked, the more he was bound to help his Uncle, his company, and himself. Every thousand points he sold over his average normal production, would mean a certain number of Liberty Bonds as prizes—plus the additional commission

accruing from his excess sales. And *all* of these excess commissions would be invested without hardship in extra bonds, since any commissions earned above his normal production were virtually velvet. In short, the salesman had a chance to help Uncle Sam three-fold as a result of extra effort during this contest.

It lasted six months. Most of these 400 men seemed to forget that they were working for themselves, in working for Uncle Sam. In April, when the Third Liberty Loan drive was on, the company gave another boost by pledging its total gross receipts for that month to be invested in bonds of that issue. Most of these April bond purchases were made locally with the district Liberty Loan committees in which the sales were made. This gave the salesmen something additional to work for, as they naturally wanted to make a showing in the local newspaper reports of bonds subscribed for in their respective districts.

All told, the company and the salesmen absorbed during this six months something more than \$250,000 worth of Third Liberty Loan Bonds, of which about \$20,000 was won by the salesmen in prizes alone.

The sales of the company's product during this period were the largest of any January-to-July in its history, in spite of the fact that foreign sales from many countries were shut off by embargoes, and the size of the domestic sales force was reduced by nearly 100 men called to the colors before the end of June.

It was the patriotic impulse that made the greatest *per capita* sales and earnings in the history of the firm, as well as the greatest gross volume. It was not the make-believe "Commissions" engraved with the title of "Major" or "Captain" that were conferred upon the winners. It was not the pieces of steel-engraved paper called Liberty Bonds, nor the value that these bonds represented. It was the unselfish, patriotic urge to do something for our Country, for Liberty, for Democracy.



OVER NIGHT

**UPTOWN
10TH AVE. and 36TH ST.**

**DOWNTOWN
200 WILLIAM ST.**

There is no "MAYBE" or "GUESS SO" about it. We say **OVER NIGHT** and we do it. We **CAN** where others try, because we have the largest staff and plant in the city.

But remember, please, that **QUALITY** not speed is our long suit. When an engraving house lives 20 years and grows larger than any other as **The STERLING ENGRAVING Co.** has, the fact that it does deliver the kind of service and work you want is pretty conclusively proven.

COLOR BEN DAY
BLACK and WHITE

The **STERLING ENGRAVING COMPANY** *New York*

The Circulation Guarantee Which "Cuts Both Ways"

Apparently Little Likelihood of Its General Adoption in the Magazine Field

SCOTT & SCOTT

INCORPORATED

NEW YORK CITY.

Editor of PRINTERS' INK:

A plan is advised in the Periodical Publishers Association of selling space based upon the actual circulation rather than upon a minimum guarantee.

Our understanding is this: If the XYZ magazine offers a page at \$400 on a basis of 400,000 circulation and should print 367,000 copies, the charge should be modified to \$367; and if the circulation should be 437,000, the price should be adjusted to \$437 for this page.

This method would cause extra book-keeping and an occasional jar in calculations of an appropriation but on the whole it is a rule that would be nearer to fair than anything that has obtained thus far.

Under the present system, the average publisher feels that he must drive his circulation ahead by some means or other and while enthused over some temporary special demand, he announces a rate increase, far in advance. Thereby he speculates upon the probability of his magazine becoming more widely read and then proceeds to get the extra readers regardless by hook or crook.

The result is that some very good magazines are spoiled as advertising media through inflated circulations caused largely by the effort to justify increased advertising rates.

If space were sold in a magazine based upon a truly normal circulation—the advertiser and publisher each realizing there is a *quid pro quo*—it would be better for the magazine business and would make the advertiser feel comfortable.

As to how this rule might apply to weeklies and dailies, is a matter for consideration. But for monthlies it seems to be the logical thing.

SCOTT & SCOTT, INC.

THE matter of advertising rates for magazines has lately received quite an extensive airing, the starting point of which has doubtless been the removal of the restrictions which the War Industries Board placed on all publications during the war. Among those restrictions, as our readers will remember, was one requiring that publications should not sell advertising on a basis of guaranteed circulation with a rebate to the advertiser, if the number of copies fell below the guarantee.

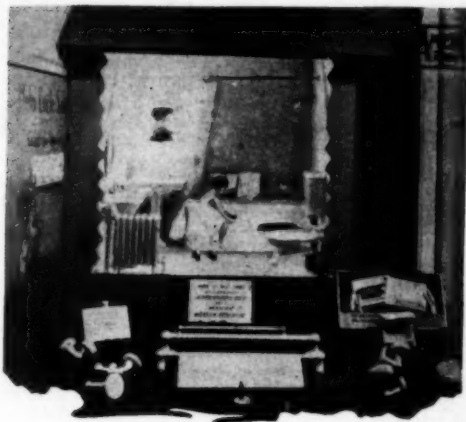
This action was, of course, taken by the Pulp and Paper Conservation Section to avoid a situation where a magazine publisher would find it to his interest to hold his circulation at a higher point than it would naturally reach. All that the Pulp and Paper Conservation Section was interested in, was in not having paper wasted in copies of publications which were printed in excess of the normal demand from genuine readers.

When the restrictions of the Pulp and Paper Conservation Section were removed a few weeks ago, there were some persons who believed that many of the regulations had been beneficial to the field in general, and should be preserved permanently. The Periodical Publishers' Association gave voice to this belief, by adopting a large part of the regulations of the War Industries Board and incorporating these rulings into its formal Standards of Practice.

On December 12, 1918, as PRINTERS' INK has already recorded, the Periodical Publishers' Association sent out an addition to the Standards of Practice which its members are pledged to follow, which included the following statement:

"8. Do not sell advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount, unless an additional price is required to be paid for circulation over the guarantee. Note—the fullest publicity should be given the circulation figures, that is, a statement of the number of copies printed, the net edition of earlier issue, and the average, net, of the preceding three issues. This information to advertisers or advertising agents gives all the circulation data desired and shows, as well, the trend of the circula-

The Plumber On Main Street



That the Plumbing and Heating Contractor is an enterprising merchant is indicated by the unique window display of J. E. Woolley & Son, Evansville, Ind. The picture shows a complete bathroom installation, all of the fittings for which they sell and install.

Following is a letter from Mr. Woolley, one of the hundreds of progressive readers of "Domestic Engineering":

"We are merchandising plumbing, heating and lighting accessories, such as bathroom supplies of all kinds, toilet articles, lamps, electric light bulbs, kitchen and laundry supplies. Our place of business is located on the main street of this city and by seasonable window displays and newspaper copy, we secure a considerable amount of business which formerly went to the drug and hardware stores. During the past year we have found the merchandising end of our business more profitable than the contracting end."

A great deal of educational work to help the plumber become a better merchant and business man, to increase and extend his business by advertising in local newspapers, has been done through a series of special articles as well as editorials in "Domestic Engineering," *The Weekly Paper of the Plumbing and Heating Trades*.

You will find a window such as shown above a profitable medium for your merchandise. Begin your sales campaign now through "Domestic Engineering," *the straightest road to the Plumbing and Heating Contractors of America*.

DOMESTIC ENGINEERING 407 S. Dearborn Street
Chicago, Ill.

Member Audit Bureau of Circulations

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET · CHICAGO

Every man here has learned
that the way to serve himself
is to serve us, and that the
way to serve us is to serve the
businesses that employ us.

tion. The A. B. C. or other certified audit will prove the statements made. If, however, any agent or advertiser will only buy guaranteed circulation, the contract should be on the *pro rata* basis—rebate if less, an additional price for surplus over the guarantee."

HOW STATEMENT SHOULD BE INTERPRETED

This statement on the part of the Periodical Publishers' Association has been interpreted in some quarters as an endorsement of this "double guarantee" basis as the most desirable one on which space should be sold. So far as PRINTERS' INK can learn, however, after a fairly extensive investigation, this statement is rather a protest on the part of the Periodical Publishers Association against circulation guarantees than an endorsement of the idea providing it "cuts both ways." We believe we are justified in saying that most publishers, left entirely to their own initiative, would prefer to sell their space without a rebate if circulation falls below guarantee, or an additional charge if the number of copies exceeds the promised quantity. There seems to be a widespread conviction that if a publication is growing steadily, it is "up to" the publisher to revise his advertising rates from time to time accordingly; that most publishers do deliver to the advertiser as a rule a little more circulation than he pays for; and that this extra value is a good will builder and is justified on sound business grounds.

John Adams Thayer, executive secretary of the Periodical Publishers' Association, tells PRINTERS' INK that in his opinion publishers and advertisers alike are coming to believe that an efficient monthly audit of the circulation of a publication, furnished promptly to all advertisers, with the circulation for two or three preceding months for purposes of comparison, offers the most satisfactory basis for handling the whole matter. If the circu-

lation falls below the amount which would justify the rate paid, the advertiser can very readily detect it and it is then "up to" the publisher to explain the slump in circulation. Advertising rates will, of course, always be readjusted from time to time to keep pace with the rise or fall of circulation.

PROPOSAL NOT FAVORED BY BUSINESS PAPERS

That the tendency in the field of business papers is to sell circulation on a qualitative rather than a quantitative basis was declared to be the case by Jesse H. Neal, executive secretary of the Associated Business Papers, Inc. "The practice of giving circulation guarantees calling for a rebate if circulation falls below the guaranteed amount during the term of the contract, was followed by only a very few business papers before the war," he stated. "Under the ruling of the War Industries Board, it was, of course, entirely eliminated; and there is little likelihood that it will be resumed. After all, the main consideration for an advertiser in estimating the value of a business paper is the extent to which it is covering its legitimate field. If the paper is covering its field then the addition of a thousand or so copies will detract from rather than enhance its advertising value. The extra cost of the superfluous circulation must be absorbed by the publisher, thus lessening his ability to render adequate service, or else be added to the advertising rate."

One of the sharpest criticisms of the "circulation guarantee which works both ways" is the difficulty it would involve for the national advertiser working with a strictly limited appropriation, and PRINTERS' INK finds that this difficulty is recognized by publishers as well as advertisers themselves. As L. B. Jones, advertising manager of the Eastman Kodak Company, Rochester, N. Y., points out in his letter published in PRINTERS' INK for January 23, "there are many advertising managers who work very close to an appropria-

tion laid down by their board of directors, and for such men to exceed their appropriation would, perhaps, mean that they would lose their jobs; at any rate, it would make more or less trouble for them. Unless I misunderstand the matter, there are some cases where they not only have to work within a certain appropriation for all of their advertising, but that appropriation is so much for bill posting, so much for displays, so much for magazines, etc., which would make it still more difficult for them if they were obliged to buy space without knowing how much it was going to cost them."

Several other national advertisers mention the same difficulty. It is hard enough to get the average board of directors of a big corporation to O. K. the advertising appropriation as it is; yet if five or six important publications should put the proposed guarantee plan into operation, should increase their circulation enormously, and should make it necessary for the advertising managers to go to their boards of directors and confess that their advertising appropriations would have to be increased by twenty-five or even fifty per cent it might have very serious consequences not only for those advertising managers but ultimately for the publications themselves.—[Ed. PRINTERS' INK.]

Suspension of "Wine and Spirit Bulletin."

One of the immediate results of the ratification of the prohibition amendment has been the suspension of the *Wine and Spirit Bulletin*, Louisville, Ky.

Referring to the suggested uses to which distilleries might be put under the "dry" regime, Stanley Bronner, associate editor of the *Wine and Spirit Bulletin*, says: "Notwithstanding the assertions of the prohibitionists, distilleries are totally unfit for any other purpose, consequently cannot be used to produce any thing other than distilled liquors."

Whittaker to Manage Altoona "Times"

Milo W. Whittaker, who until a year ago was business manager of the Jackson, Mich., *Patriot* for many years, has been appointed general manager of the Altoona, Pa., *Times*.

Changes on Penton Publications

George D. McDonald has returned to the Penton Publishing Company, Cleveland, as Eastern representative of the *Marine Review*, with headquarters in New York. For several months he has been in the merchant marine service. Louis D. West, Central Western representative, who has been covering the Eastern territory as well as his own during Mr. Macdonald's absence, will now devote his entire time to his own territory.

D. H. Hauenstein, of the *Daily Iron Trade and Metal Market Report*, Cleveland, is now located at the New York office of the Penton Publishing Company.

Enlarged Duties for Jerome B. Taft

Jerome B. Taft, advertising manager of the Quaker City Corporation, Philadelphia, has been made advertising director of the interests headed by Lewis C., James A. and J. G. Emmons, including the Quaker City Corporation, the Hulbert Oil and Grease Company, Inc., the Quaker City Steamship Company, Inc., and the Emmons Coal Mining Company and its subsidiary companies, all of Philadelphia.

Mr. Taft was formerly with the Frank A. Munsey Company, New York, and the publicity department of the Bell Telephone Company of Pennsylvania.

Appointment by "Sunset Magazine"

Robert Hiestand, formerly city editor of the San Francisco *Chronicle*, city editor of the *Examiner*, and managing editor of the *Call*, has been placed in charge of a new promotion department in connection with the advertising department of *Sunset Magazine*, San Francisco.

D. L. O'Sullivan in New Position

D. L. O'Sullivan has resigned as staff consultant at the Arthur Woodward agency, New York City, to take charge of sales and direct mail promotion for L. Barth & Sons, of the same city, with title of assistant to the president.

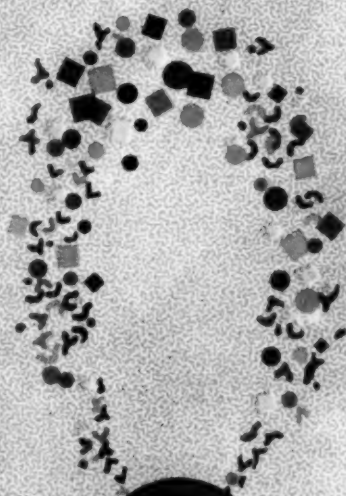
W. C. Langley Joins "Vogue"

W. C. Langley, formerly connected with Hoggson Brothers, New York, is now in charge of the promotion department of *Vogue*, New York.

C. R. Baers, of the Chicago office of the *Inland Printer*, has been appointed Eastern representative, with headquarters in New York.

PRINTERS' INK

Juggling the Dot





"Juggling the dot" is a technical term used by camera men in expressing color values in their separation negatives, by the photographic process.



Dots are round, square or irregular, and are developed through a screen or by chemical processes on stone or plates.



The most familiar dot formation is that which we secure through the mechanical screen, better known as the half tone screen; which produces round and square dots, the only dot formations successfully used by the four color engraver, and also in practical use by lithographers on certain reproductions.



The Karle Lithographic Company has perfected a lithographic process after several years of experimenting, known as the Karle Process, the dot formation of which is unlike that of a half tone or mechanical screen.



Our process of "Juggling the dot," which is an irregular formation, lends itself well in the reproduction of oil paintings, pastels, water colors and other color mediums. Brush strokes, softness, purity of color and detail which the artist has so skilfully placed upon the canvas or paper, are brought out through our medium with the most satisfactory results.



One of the most important factors in direct advertising is a good reproduction of the original sketch or painting.

PRINTERS' INK

After the advertiser has carefully selected a series of well executed sketches, spending hundreds, possibly thousands, of dollars for the originals, it is highly important to consider the medium of reproduction to secure the desired results. Many advertisers overlook the fact that on proper reproduction largely depends the attention getting value of direct advertising matter and also, that proper reproduction makes it distinctive in representing the quality of the goods advertised.



The development of the Karle Process has placed us in a position to produce the highest quality of lithographic work. We will be pleased to have an opportunity of demonstrating our ability on your next piece of direct advertising.



One of our branch office managers will be pleased to call and help you solve any problem pertaining to the lithographic business.



KARLE QUALITY

KARLE LITHOGRAPHIC CO.
ROCHESTER, N.Y.

NEW YORK - CHICAGO - BOSTON - PHILADELPHIA - ST. LOUIS.

"Ought the Reader to Buy My Goods?"

Morality the Greatest Force in Advertising Copy

By Percy Waxman

IN his illuminating article in **PRINTERS' INK** for January 9, Charles Austin Bates has one paragraph that should be printed, framed and hung up in front of every advertiser and advertising writer in the land. Mr. Bates says: "If you know, right deep down in your soul, that the reader ought to buy your goods—not for your profit, but for his—you'll find your keynote and hold it whether you write your copy in a series or one piece at a time."

In that sentence, it seems to me, is the keynote for all advertising copy—the honest-to-goodness sincere feeling that your goods are going to benefit the purchaser. In short the moral rightness of your whole selling plans are worth more than all the "clever" copy any one can turn out about your product. What we may term, for want of a better word, the *moral-ity* of a campaign is more than ever to-day the determining factor in the success or failure of advertising.

At one time, not so very long ago, the "cleverness" of copy, the wise selection of publications, the expertness of distribution methods and so on, were considered as sound bases for an advertising success. We used to be in the habit of dwelling too much on what we were going to get out of an advertising campaign, and not enough of what we were going to give. We were "long" on self-interest and "short" on morale.

To-day we know that the question of service enters into the prospects of every advertising campaign. At the outset of a campaign to-day one of the first questions an advertiser asks himself is "What will my goods do for the purchaser?" The answer to that question can automatically provide the keynote to his copy. We all know cases in which "per-

fect" copy, "perfect" illustrations and "perfect" mediums did not prevent an advertising campaign from falling flat because the product exploited would not and could not perform a genuine service. Haven't we all known of advertising campaigns that simply could not fail and *did*? Where everything that human ingenuity could devise was done? Where every obstacle to success that the human mind could foresee was anticipated? Where every possible channel for distribution was taken care of? And yet failure was the result. Why? Because in spite of all plans, precautions, preparations and liberal advertising, the campaign deserved to fail. The product did not render a service. It had no right to succeed.

THE RIGHT IS BOUND TO WIN

What reputable advertising agent to-day would undertake to handle a campaign to advertise a fake cure-all even if it carried with it the prospect of an unlimited appropriation? The time when anything and everything could be "put across" by sheer force has gone by. A fake backed by millions does not get very far in these days. The war has made that kind of possibility even more remote than ever.

Yes, the war. Any one with half an eye can see clearly why the war was sure to result in an Allied victory. Boiled down to a sentence, the reason why the Allies are going to dictate peace terms to the Central Powers is because they were fighting for a Right Idea. Their opponents were struggling to enthrone a Wrong Idea. "On paper," at the outset it looked as if the Teutonic campaign could not fail. They were ready. They had the men. They had the supplies. They had the

ammunition. In fact they had everything their enemies lacked. But they did not have moral right on their side, and broadly speaking, this is why they eventually suffered defeat. The materialistic mind of the Teutons failed to take moral issues into consideration, and this is what aroused a world against them. This same reasoning may be applied to advertising.

Without a right idea (viz.: a product that renders service) at the back of it, all the specious cleverness in the world cannot make an advertising campaign a permanent success. Advertising is only the spreading of the news about an article. It is the substitution of the printed word for the spoken. It is an attempt to gain a good reputation for a product with as many possible purchasers as possible. A constant reference to these elementary statements will clarify the atmosphere for us whenever we have to write copy about any product.

Instead of regarding advertising as a separate and distinct power that we can hitch on to something and make it go, we should consider the power inherent in the product that will make advertising go. Advertising should not be regarded as a mere matter of copy, illustrations, layout, type, space, and skill in using all these pieces of machinery, any more than a man should be regarded merely as a head, body, two legs, two arms and so on. Advertising, like man, has a soul, has character; and however good looking its externals may be, it is its inner self that counts, just as it is a man's inner self the world takes count of and not just his appearance or manners. A sincere piece of advertising about a sincerely-made product that is of use to mankind cannot help being a success in the long run, even if in its presentation the advertising seems to break all the known rules (or precedents more likely) of copy writing and lay-out. What the product can do to benefit mankind is the primary consideration, not how necessary a "clever" writer can make it appear to be.

What an article really is will shine through any and every attempt to make it appear what it is not.

The time has long since gone when service can be entirely one-sided. The buyer and the seller must be mutually satisfied before permanent success may be said to have been accomplished. Selling is not really selling unless the person sold stays sold. And stays satisfied.

More and more are we coming to recognize our relationship with, and interdependence on, one another. Mere superficial so-called cleverness is giving way to integrity. Putting something over on the other fellow, failing to give value, insufficient service, etc., have an unfortunate habit of coming home to roost. Getting-rich-quick by "advertising" is fast becoming a thing of the past. Advertising morale is increasing daily.

Every kind of effort should be made to make advertising *sans peur et sans reproche* and one of the first places to commence operations is in connection with advertising copy. We should strain every effort to avoid exaggeration, misstatement, misunderstanding, bragging, vulgarity or untruth. We should strain every endeavor to inspire more and more confidence in advertising by showing the world what it inspires us to be and do.

Campaign for Dried Vegetables

During the war, the Wittenberg-King Company of Portland, Ore., had large contracts for furnishing dehydrated vegetables for the army. While it is likely the company will be kept busy for some time on army goods, the officials are planning a campaign to advertise its dehydrated vegetables over a considerable portion of the country. The present plans contemplate the use of several mediums of advertising.

Mahin to Address New York Junior Ad Club

John Lee Mahin of the Federal Advertising Agency, New York, will speak before the members of the Junior Advertising Club of New York on the evening of January 31. The meeting will be held at the Advertising Club.

The Religious Press

Measure, if you can, the vast consequences of the enactment of prohibition of the liquor traffic into the nation's fundamental law—

the amazing forward stride it represents in morals, economics, political uplift—

Vizualize the forces that put it over—
The Religious Press was the leader, the crystallizer of constructive, progressive, courageous thought behind this greatest victory in American political life since the abolition of slavery.

What other periodicals, as a class, were in this fight?

Space sold in large or small units—
national or sectional.

--unlike other periodicals, the Religious Press, as a class, has not asked advertisers to pay increased production costs by rate advance

New Orleans Awaits Curtain Raising

The campaign of the city of New Orleans, advance notice of which appeared in *PRINTERS' INK* last week, is planned as a series of four double-page advertisements, which are to be written in the first person and signed by Martin Behrman, mayor of the city. These four double-page advertisements are to be followed by a sixty-four-page hand-book, "The Book of New Orleans and the Industrial South." This book is to constitute a hand-book for persons seeking information concerning business opportunities in the South, health conditions, climate, etc.

The fund for the advertising was raised between the several war drives that were launched during the past four months and was all secured directly through the mail.

In addition to the classes of mediums mentioned last week, there will be an intensive poster campaign in certain localities.

Childs Denies Standard Oil Ownership

Childs' restaurants, in advertising in New York papers this week, denies that the Standard Oil Company controls the Childs company.

"In justice to all concerned," it is stated, "it should be known that Childs is not a Standard Oil subsidiary, nor in any way affiliated with that company."

Joins James Agency

William Rankin, former assistant advertising manager of Robert H. Ingersoll & Bro., New York, and during the war editor of a weekly magazine for the Surgeon General's office in Washington, has joined the H. E. James Advertising Agency, Inc., New York, as manager of the service department.

Newspapers Appoint Representatives

The Newark, N. J., *Ledger* and the Mitchell, S. D., *Republican* have appointed Stevens & King, Inc., New York, Chicago and Boston to represent them in the national advertising field.

Kenneth Luthy Dead

Kenneth Luthy, Eastern advertising manager of the *American Magazine*, New York, died January 19, of pneumonia.

Buys Davis-Smith Company

George A. Haynes has purchased the Davis-Smith Company, Boston, manufacturer of business greeting cards.

Get Stafford's Ink Account

Street & Finney, Inc., New York, have secured the Stafford's Ink advertising account.

Change in Publishers' Representative's Firm

After February 1 the Eastern end of the G. Logan Payne Company, publishers' representatives, will be known as Payne, Burns & Smith, Inc. An interest in the New York and Boston offices has been sold to George J. Burns and George D. Smith.

Mr. Burns has been with the Payne Company for ten years. Mr. Smith was for six years publisher of the Newark, N. J., *Evening Star* and *Morning Eagle*, and for two years was associated with Paul Block, of Paul Block, Inc., severing this connection to become assistant publisher of the Newark *Ledger*.

This change of interest in the East in no way affects the Western organization of the G. Logan Payne Company.

Barnard Advertising Manager of the New York "American"

Fred L. Barnard has been appointed advertising manager of the New York *American*.

For five years, Mr. Barnard was with the Butterick Publishing Company and for nine years with the Street Railways Advertising Company, the last few years of which time he was advertising manager.

Mr. Barnard was then vice-president of the George L. Dyer Company, New York, for three years and a year ago joined the Hearst organization as advertising manager of the Boston *American*.

Capt. Harrigan Will Speak at Sphinx Dinner

Captain William Harrigan, of the 307th Infantry, 77th Division, will address the Sphinx Club at its dinner to be held on the evening of January 31 at the Waldorf-Astoria, New York. It was Captain Harrigan who went to the rescue of Lieut.-Col. Whittlesey's "Lost Battalion."

The other speakers, as announced in *PRINTERS' INK* last week, will be Major George Haven Putnam, Dr. Wm. T. Manning and Captain H. G. Galliland, of the British army.

Hosmer H. Allyn With Warner-Patterson Company

Hosmer H. Allyn, for the past five and one-half years Western representative of *Collier's*, New York, has joined the Warner-Patterson Company, Chicago, as assistant sales manager.

Hawkins Out of Ford Motor Company

Norval A. Hawkins, general sales manager of the Ford Motor Company, Detroit, has resigned and will hereafter devote his attention to personal business interests.

The Waxit Manufacturing Company, Minneapolis, has placed its advertising account with the Charles H. Touzalin Agency, Chicago.

Let us show you the
meaning in the word

ART MAT

The incomparable dull finish coated

It stands for dependability, for dignity of type page, for warmth and richness of illustration, for printed matter that invites and holds the eye and suggests, on every page, quality in the goods advertised.

Our Art Mat Exhibit case illustrates. Send for it to-day. No charge to you and a pleasure for us.

LOUIS DEJONGE & CO.
NEW YORK CITY





To reach quickly a million and a half people in

WISCONSIN

use the

WISCONSIN DAILY LEAGUE

Antigo Journal
Appleton Crescent
Ashland Press
Beaver Dam Citizen
Berlin Journal
Beloit News
Chippewa Herald
Eau Claire Leader-Telegram
Fond du Lac Commonwealth
Grand Rapids Leader
Green Bay Press-Gazette
Janesville Gazette
Kenosha News
La Crosse Tribune and
Leader-Press

Madison Democrat
Manitowoc Herald-News
Marinette Eagle-Star
Merrill Herald
Monroe Times
Oshkosh Northwestern
Portage Democrat
Racine Journal-News
Rhineland News
Sheboygan Press
Stevens Point Journal
Stoughton Courier-Hub
Superior Telegram
Watertown Times
Wausau Record-Herald

May we help you to the business awaiting you in Wisconsin and to be had through no other medium? This League specializes in dealer co-operation.

ONE ORDER—ONE PAYMENT PLAN

Write Today for Rates, Etc.

H. H. BLISS, Secretary

JANESVILLE, WIS.

Growers of Apples Establish "Big Y" Brand

Advertising Spreading out for 1919

By A. H. Deute

FOR some twenty years, the Pacific Northwest has been producing good apples. The orchardists who are located in that section believe them to be the best in the world. But they are gradually finding out that there are millions of people in the United States who don't know about the quality of these apples.

There is plainly a fine, big, latent market for an almost unlimited quantity of good apples, providing the growers find a way to bring their product before the ultimate consumers.

In the Pacific Northwest there are a number of special sections into which the apple-growing business is divided. Different valleys and tributary sections naturally fall into separate territories and, in a spirit of neighborhood clannishness, each one of these sections feels that its particular product is the best. Whether this is so or not is too deep a question for us to argue here and if we did propose to argue it out, we could not come to a satisfactory conclusion because each section has still more arguments on tap. It would seem, therefore, that with so much to be said for each locality's product, one must be about as good as another, so we will let it go at that.

However, when broad minded orchardists and growers began some years ago to agitate co-operative marketing under a particular brand, this sectional jealousy and conflict of interests had much to do with holding back what other groups of growers in other lines of production have found to be for the best interests of the industry.

About three years ago it became evident that no association covering the entire Northwest

could be formed to advertise and sell apples and it became plain that what was needed was a group of men in one particular section who had the nerve and the ability and the willingness to put their own particular brand on the market. Of course this particular group of men, representing one section, stood a mighty good chance to corner the good will which really belonged to all sections equally, but if one particular group had the willingness and ability to put aside petty squabbles and go ahead and nationalize its brand and carry a lot of other sections' apples along with it and cash in on the good will created, they deserved it.

UNFOLDING OF THE CAMPAIGN

This was the way the growers in the Yakima Valley in the State of Washington looked at it, so through their local organization, the Yakima Valley Fruit Growers Association, they began two years ago to advertise the Big Y brand of apples. Northwestern apples under other brand names—notably the Hood River and Skookum varieties have become well known through advertising, but the manner in which the Big Y campaign has developed is interesting nevertheless.

The 1917 campaign was confined to newspapers in cities in the Middle West, notably Minneapolis, St. Paul, Sioux City and Des Moines.

The object of this campaign was to acquaint people with the Big Y brand, to point out its superior quality, to teach people to buy apples by name, and to increase the demand for apples in general.

While the Yakima growers have always been able to dispose of their crops, they realized that

through advertising, the public could be educated to superior quality and it would thus be profitable for growers carefully to grade their stock, getting top prices for top quality and lower prices for apples which, for one reason or another, were not quite up to the highest standard. It was also expected that by wrapping each apple in branded paper wrappers and advertising the brand, people would begin to look for a Big Y apple instead of just an apple.

There was also the problem of over-stocked markets and consequent dumping through fruit auction houses which the Yakima people expected to solve by advertising.

It is a well known fact among apple growers that certain varieties keep much longer and better than others and for that reason some should be cleaned up first while the others can best be held over until later. But while many people had a general idea of this point, few people knew enough about apples to know what variety to buy at each particular time. By educating the public on this score, the Yakima people hoped to keep the stock moving in such a way that the apples which should be eaten first would be moved out first.

Also, by teaching people to ask for Big Y apples instead of just apples, they hoped to avoid the condition which arises when apples from all over happen to glut a particular market, causing over-supply and consequent lowering of prices in one section while maybe another section is short and prices are high. By putting out an advertised brand, it was felt that jobbers and dealers would better be able to gauge their requirements of these particular apples and they would not therefore come into competition with the common run, causing abnormally high prices in one section and losing prices in another.

The first year's campaign in the cities where it was used amply demonstrated the feasibility of the plan. With demand more

nearly stabilized, with jobbers and dealers assisted in moving their purchases, loss through poor handling and over-stocking was practically obviated with the result that taken by and large the consumers got better quality for less money and jobbers and dealers had a more uniform and satisfactory business. The small amount per box which the members of the Yakima Valley Fruit Growers Association assessed themselves for advertising was not, therefore, a real expense.

On the other hand, it proved itself an investment—a kind of insurance against squalls in the market. Also it proved itself a strong factor in quality production, as it encouraged the growers to produce the utmost in quality, assured that they would get in return a fair price for their apples. At the same time, the consumer got the benefit of this fair price on account of rapid turn-over which took away to a large extent the old element of risk and enabled dealers to handle Big Y apples on the basis of a staple instead of a speculative article.

NOW AFTER A NATIONAL MARKET

The second year's campaign has been enlarged to include a series of national weekly advertisements, as the Yakima people have now decided to popularize their brand in every section of the country and aid their jobbers and retailers in getting quick turn-over on apples bearing the Big Y wrapper.

From the standpoint of the jobber, there is much to be said in favor of handling a strong, advertised and nationally known line of apples. In the first place, handling an apple backed up by national advertising, he can give the dealer a product which has a better chance to sell rapidly than an unknown brand. Secondly, he has a right to feel that the quality and the service will be just a little better—just a little more uniform. He realizes that an association which is assessing itself for national advertising must have a high sense of regard for its

The Washington Times

WASHINGTON, D. C.

The Wisconsin-News

MILWAUKEE, WIS.

Owned and Edited by ARTHUR BRISBANE

step into the new year with a notable record of achievement already won.

The Washington Times

- has gained in 1918 more than two and a half million lines of advertising over 1917.
- has more circulation at the two-cent price than it had a year ago at one cent.
- has double the circulation (at two cents) that it had when Mr. Brisbane bought The Times eighteen months ago (at one cent).

The Wisconsin-News

- has established a circulation in less than four months that is greater than the total of the three papers that were consolidated.
- has already gained second place in the evening Milwaukee field and holds it by a wide margin.
- has already outgrown all available press facilities. The installation of bigger presses is being hurried as fast as possible.

APPOINTMENT OF NEW REPRESENTATIVES

The two papers take real satisfaction in the announcement of the appointment of these representatives in the foreign advertising field:

For the East

MR. I. A. KLEIN

Metropolitan Tower, New York City

For the West

MR. G. LOGAN PAYNE

1233 Marquette Building, Chicago, Ill.

pack and quality and that this advertising acts as a constant stimulus to spur each grower on to better production. The association realizes, too, that to get full benefit out of its advertising, it must get repeat business and for that reason, its packing requirements are very strict and the regulations are followed to the letter. Sometimes this means disgruntled growers who are sent back home to repack their apples, but in the long run it means uniform quality and the business which invariably results.

Since starting its advertising campaign, the association has changed its working methods. At first it was purely co-operative, each member paying so much per box for advertising and the association being able to take apples only for members. This has been changed to an incorporated association, in which the Yakima growers are stockholders. This leaves the association free to increase its production under the Big Y brand and enables it to reach out and procure more apples by permitting growers not members to pack their apples under the various Big Y brands, holding them within rigorous specifications to insure Big Y quality. The stockholders realize that the brand is not a narrow, sectional trade-mark, but rapidly becoming a nationally known brand for good apples.

It seems that after many years of pulling this way and that, the importance of going direct to the consumer with their story has dawned with full effect upon the Yakima people and if they continue to carry on their aggressive policy of advertising and selling and are careful to maintain their high standard of selection and pack, it would not be surprising to find this particular brand standing out as a dominant factor in the marketing of Northwestern apples.

If this is accomplished, it will mean prosperity to hundreds of growers in the Pacific Northwest and will doubtless result in the profitable planting of many more acres of fine apple land and the

production of many more carloads of apples. We may then reasonably expect that, with big quantity production, with economical methods of marketing, not only will the growers make larger and surer profits, but consumers in all parts of the country will get better apples for less money.

Facts on Swift's Appropriation

In the course of the House of Representatives' Committee hearing last week on bills for the regulation of the meat industry, Louis F. Swift, president of Swift & Company, Chicago packers, divulged some interesting information concerning his company's advertising. The investment for this purpose in 1918 was \$1,700,000—twice the appropriation of the preceding year.

Mr. Swift said half the increase had been due to natural growth of the advertising department and the other half was spent because of the "propaganda" being put out by the Federal Trade Commission. He said there was one conference between the packers as to a joint advertising campaign, but that no agreement was reached.

U. S. Commissioners to Study Labor Problems Abroad

E. T. Gundlach, of the Gundlach Advertising Company, Chicago, and W. H. Ingersoll, of New York, representing the watch industry, are two of the commission appointed by the United States Government to investigate labor conditions abroad, who sailed for Europe last week. Other members of the commission are Dorr H. Felt, Chicago, representing the machinery industry; R. J. Caldwell, New York, the textile industry; Eldon B. Keith, Boston, the shoe industry, and R. R. Otis, Atlanta, the building industry. The commission will be absent several months. Considerable time will be spent in England, where unusual conditions prevail.

Blocker Advanced With Republic Rubber Corp.

Honor Blocker, who has been assistant for the past two years, has been appointed advertising manager of the Republic Rubber Corporation, Youngstown, Ohio. He succeeds D. Web Brown, who retired recently to devote himself to his weekly publication, the *Youngstown Citizen*.

Ohio Smelting Company Advertises

The Ohio Smelting and Refining Company, Cleveland, has placed the Rogers-Brett-Baker Company, of that city, in charge of its advertising. The current campaign includes the use of general magazine and class papers.

AMERICAN
METHODS
IN
FOREIGN
TRADE
—
VEDDER

JUST OUT

George C. Vedder knows the export problem through and through. If anyone in America is qualified to speak on this subject, Mr. Vedder is the man. He has written a book—

AMERICAN METHODS IN FOREIGN TRADE

A Guide to Export Selling Policy.

203 pages, 5½x8, \$2.00 net, postpaid

This book will give American advertising men the information they are looking for at this time.

It outlines the methods by which those American manufacturers who have won a big foreign business have succeeded.

It gives valuable information on foreign advertising and circularization.

It is a book of fundamentals—a book that will greatly clarify your attitude toward foreign trade. Let us send you a copy for

Ten Days' FREE Examination

Simply fill in and mail the coupon. This does not obligate you to purchase. You merely agree to return the book, postpaid, or to remit for it within ten days of its receipt.

**McGRAW-HILL BOOK
COMPANY, Inc.**

**239 West 39th St.
New York**

**McGraw-Hill
Book Company, Inc.,
239 W. 39th St., N. Y.**

You may send me on 10 days' approval Vedder's American Methods in Foreign Trade. \$2.00 net, postpaid. I agree to pay for the book or to return it, postpaid, within 10 days of receipt.

FREE EXAMINATION COUPON

(Signed)

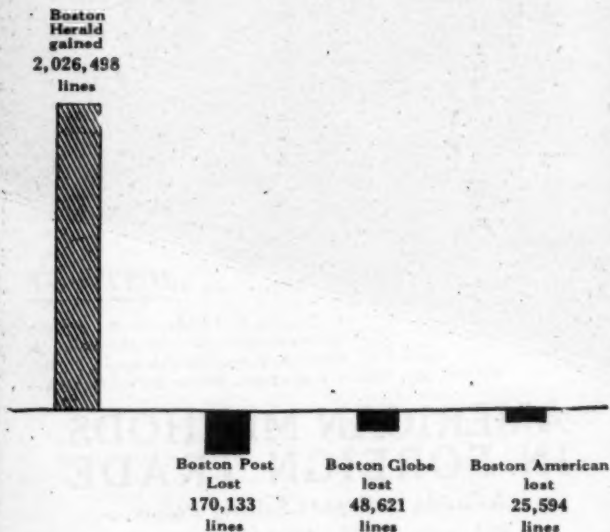
(Address)

(Official Position)

(Name of Company)

(Books sent on approval to retail customers in U. S. and Canada only) P.L.-3-3-19

The Test of War



War clarifies vision. About January 1st, 1917, business men saw the approach of the clouds of war, and adopted a policy of conservatism and the more careful scrutinizing of all expenditures.

It is interesting to see how this more critical attitude has affected the purchase of display advertising in **Boston daily newspapers** of large circulation. Comparing the two-year war period ending December 31, 1918, with the two immediate pre-war years of 1915 and 1916.

	GAIN	LOSS
The Herald gained .	2,026,498 lines	
The Post lost.....		170,133 lines
The Globe lost.....		48,621 lines
The American lost.....		25,594 lines

Narrowing the view to the general foreign advertising field, we find the tendency much the same. In the same two-year period

	GAIN	LOSS
The Herald gained .	804,192 lines	
The Post gained.....	111,268 lines	
The Globe lost.....		316,226 lines
The American lost.....		88,487 lines

Herald lineage only is computed, but practically all advertising ran in the Traveler also.

How the Agents View the "Jason Rogers Plan"

Apparent Widespread Approval of Scheme for Equalizing Newspaper Advertising Rates and Better Recognition of Advertising Agencies' Service

THE discussion of a possible readjustment of newspaper advertising rates, which was presented in *PRINTERS' INK* of January 16, under the title "Are Newspaper Advertising Rates Too Low?" has brought forth some interesting comments from various sources. This article, primarily based on an interview with Jason Rogers, publisher of the *New York Globe*, set forth his theories as to what ought to be done in the way of equalizing rates in the newspaper field. Our readers will recall that Mr. Rogers has asked newspaper publishers:

One—To enter all advertising on their books at the net rate which it is going to earn.

Two—To raise their local rates on all advertising any part of which may come as foreign and on all contracts amounting to a use of, say, 50,000 lines in a year, to the foreign rate.

Three—To adopt as a policy an allowance of an advertising agent's commission on all business amounting to, say, less than 50,000 lines in a year, and on all business created or developed and handled by an agent.

Four—To increase the commission allowance to agents' 2 per cent to cover increased cost of their services. In any event to make the commission not less than 15 per cent. A cash discount of 2 per cent, he states, is ample.

S. Wilbur Corman, New York advertising agent, is one of the men who believes that Jason Rogers' theories about the necessity for revising advertising rates in newspapers are sound. "I am thoroughly familiar with what Mr. Rogers has in mind," Mr. Corman tells *PRINTERS' INK*, "and I think there is a good deal of solid, substantial horse sense in his attitude concerning the subject

under discussion. I regret to say I have not seen much indication on the part of newspapers of a willingness to adopt his plan, but I see no reason why, broadly speaking, it cannot be worked out in a practical way."

Some time ago, Mr. Corman delivered an address before a convention of the Southern Newspaper Publishers' Association, in which he talked about this subject from a point of view decidedly like that of Mr. Rogers. He told the publishers that "newspaper advertising is so hampered and mal-handled and abused and abased in the hands of its owners that it is really progressing backward at an alarming rate of speed. . . .

"Basically, newspaper men do not believe in advertising. With rare exceptions, the advertising agency and the publisher are the poorest advertisers in America. A newspaper man had rather do anything else than spend some real money (all of which he has earned from advertising) for some advertising for himself. . . .

"A similar price to all customers under like conditions is generally regarded as simple business honesty, and yet the newspaper which, under any circumstances or conditions will not in any manner, shape or form make any rebates, discounts or concessions of any kind or character, is a *rara avis*. . . .

"That the big buyers should have the best price is a very well-established principle in many lines of business, but in some other lines it is absolutely unsound, uneconomic and hurtful. The big customer of any good advertising agency gets his advertising advice and service at no lower rate of commission than the advertiser of small size. The big user of advertising space in many of our high-

est class periodicals pays exactly the same rate that is charged the most modest advertiser in the publication.

"Department stores themselves are great advocates of the 'one price to all,' and in many first-class stores you or I would pay the same price per yard for one or a hundred yards of lace.

"I am advocating no impractical Utopian ideals, and I do not need to offer the suggestion that conditions are ripe for such a revolutionary move, but it is very clear in my mind that the flat rate principle is right, and that newspapers are great sufferers because so many mediums of general circulation are proving it to be right.

"Under a flat rate, the little fellow has a square deal. Beginners in advertising, like beginners in everything else, are apt to start small. Protection and help for the beginner is very desirable. Advertising badly needs the beginner. . . . Short rates, foolishly extravagant discounts for space, local rate arrangements to meet the requirements of some one store or class of stores—all these things must pass away before the correctness of the flat rate principle—if not now, eventually.

"Some attention must be given to the actualities of the requirements of national advertisers if the newspapers want the business of national advertisers. I, for one, do not think you will have to lower rates, but an evening process must come about; gross inequalities must be ironed out; some must pay more, others less; the peaks must be trimmed down and the valleys filled in. You can make money by bringing about the change."

William H. Rankin, chairman, Newspaper Division of the American Association of Advertising Agencies, is heartily in favor of the plan which Jason Rogers proposes for equalizing newspaper rates, and for securing more general recognition of the services which advertising agencies perform for publishers in the daily and weekly field.

"A recent investigation shows

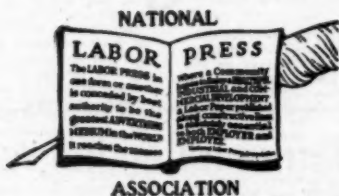
that 77 per cent of the newspapers are now paying advertising agencies 15 and 2 per cent," he states. "The other 23 per cent are paying commissions which range between 10 and 13 per cent. (These terms apply only, of course, to strictly foreign business.)

"You can see at once the absurdity of the position of the 23 per cent when I tell you that so far as we can ascertain by keeping statistics very carefully, it actually costs more than 10 per cent to handle, write copy and give service for even big city newspaper advertising and 17½ per cent for an advertising agency to do business with the smaller newspaper publishers throughout the country. Even under the most favorable conditions, we find that it costs 1½ per cent more to handle newspaper copy than the same copy in other mediums. Take for example, the single matter of checking copy. Very few people even in the advertising business realize that it costs 25 cents in agency overhead to check a single advertisement in one issue of a periodical.

"I am sure that Mr. Rogers' suggestion regarding the granting of agency commission on local business of less than 50,000 lines, would in the long run build up a great deal of advertising for the papers which they do not now carry. The action he proposes would, therefore, as I see it, not only be one of simple justice, but it would also be a very sensible business move."

Several other advertising agencies have expressed themselves to PRINTERS' INK as being heartily in favor of Mr. Rogers' plan. "On the theoretical side, at any rate, no one can take exception to Mr. Rogers' position," writes a mid-west advertising agent. "As to whether he can succeed in getting his ideas accepted by the majority of newspaper publishers—that is, of course, quite another story. However, it would undoubtedly be to the great benefit of the profession if he could secure general acceptance of his plan."

Reach the Great Laboring Class of America!



Today the American Workingman Is Making More Money Than Ever Before. We Afford Opportunity for Securing the Trade and Active Co-operation of Organized Labor from Coast to Coast in a Most Efficient Manner.

**Read These
Facts About
The Really
GREAT
NATIONAL
Buying Power**

It is the wage-earner who is the actual purchaser of the largest percentage of any product in common use. The organized labor of America represents the strongest buying power ever afforded the manufacturer—and organized labor stands ready and willing to back up the advertiser who is represented in the Local Labor Papers of the United States. Local Labor Paper advertising opens the door to splendid co-operative results and is a force not to be lightly

overlooked by the producer who seeks an active outlet for his product. The NATIONAL LABOR PRESS ASSOCIATION represents Local Labor Papers from coast to coast, in the National field; operates the advertising as one gigantic unit, with but one set of ad-copy needed. The rate is nominal and the service unexcelled as to efficiency and results. The attitude of organized labor as represented by NATIONAL LABOR PRESS ASSOCIATION mediums is well expressed in the following editorial:

"Trade Unions are founded upon principles of law and order, and in that light we shall proceed, the unswerving champion of thousands of bonafide union men and women who have honored us with their support and esteem. Against the 'red flag' brigadiers as represented by the I. W. W., socialist and anarchist disturbers, we will wage with unremitting energy the warfare which has characterized the policy of the American Labor movement for a century. THERE IS NO ROOM FOR THE 'RED FLAG' IN ILLINOIS."—From Illinois Journal of Labor, Edward F. Smythe, Chairman.

National Advertisers, Seeking the Most Influential and Strongest Advertising Field Procurable Today, at a Nominal Rate, Are Asked to Make Inquiry as to Details of Our Plan. The Entire Country or Any Section Can Be Covered, As Desired.

The NATIONAL LABOR PRESS ASSOCIATION, Inc.

New York

Grand Rapids

Indianapolis

Address Letters to Murray Building, Grand Rapids, Michigan

This Man Gets His Letters Read

THE UNIVERSAL EQUALIZER CO.
GRIPPING DEVICES

CINCINNATI, O., January 21, 1919.

Editor of PRINTERS' INK:

The suggestion of the Schoolmaster that some of the direct-by-mail salesmen tell how they get their letters to the right man in the big institutions appeals to me as one that ought to develop some very good thought on the subject.

For my own part, I've been selling by mail for ten years, and I find that the mere marking of an envelope "personal" is one good way to brand it for the wastebasket, particularly when it has all the earmarks of *not* being personal. I've never used the word.

It is my judgment that the first paragraph of the letter will decide whether or not the proper man will get it—and further, I believe that if the letter is properly written it will get the same attention a salesman would get.

In the past year I've had occasion to sell by mail to the largest manufacturing plants in the country. I was forewarned that it could not be done—but we had to do it, so we went right ahead. In the course of events, we gradually developed a list of particularly hard cases—people who refused to answer our correspondence—and on that list appeared names of some of the largest national advertisers. I generally used all ethical methods to get an order or a reply to my letters, but if such methods failed, I would then attempt to "sting" them into action.

The enclosed copy of letter sent to National Cash Register Company is one used to "sting" a list of about fifty large concerns into action. In the case of the National Cash, it brought an apology for not having answered previous correspondence—also an order. This same letter also opened up the way for business with no less than a dozen other of the most difficult cases we had.

Again I'll say that it isn't the outside of a letter that will get it to the right man—it's what you say inside.

THE UNIVERSAL EQUALIZER CO.
EDWARD J. HOFF,
Secretary.

THE NATIONAL CASH REGISTER CO.
DAYTON, OHIO.

GENTLEMEN:—

At a little conference held at the Gibson Hotel here in Cincinnati a few days back, I brought out the fact that I had written your company several letters and failed to get a reply.

The first thing I heard was this—"You're trying to sell them something, and a big concern like the National Cash Register Company will not permit themselves to be sold by mail—there's a certain class distinction among concerns of that type—if you want to talk to them, jump on a train and go to Dayton—they don't want to be approached in the same way that you'd approach a smaller concern, they feel they've outgrown that sort of thing—you've got to approach them in a way that harmonizes with their size and importance."

Now that may be true, but I don't believe it—and if it is true, I'm very sorry, because it's the wrong idea.

A simple statement of fact is, and should be, just as strong in a letter as it would be by telegraph, telephone, or from the mouth of a salesman—and I have proven it time and again.

But if it is true that concerns get so big that you can't talk to them in the good old way—and if it is true that you will not permit me to sell you a meritorious article by mail—I just want to remind you that I have sold all the other big ones from the United States Government on down through the Submarine Boat Corporation, General Electric, Curtiss, Westinghouse, Dodge Brothers, Ford, Willys-Overland, Timkin-Detroit Axle Company and so on.

Our product—the Universal Equalizing Vise Jaw—will pay for itself in your tool room, your pattern shop, or on the bench in the machine shop inside of ten days. I don't want an order—I simply want permission to send you one or a dozen sets for a try-out—try them ten days, and if you think you can get along without them *after* that time, send them back. Remember, it is possible for someone outside of your own factory to produce a winner, and that's what we've done. If I can't prove that I'm doing you a favor by keeping after you, I'll buy you the best cigar in Cincinnati.

Very truly yours,
THE UNIVERSAL EQUALIZER CO.
EDWARD J. HOFF,
Secretary.

A. A. Gray Establishes New Company

Major A. A. Gray has resigned from the Production Section of the Ordnance Department in the Chicago district and has opened an office in that city under the name of A. A. Gray & Company. The new company will specialize in technical publicity.

Major Gray was formerly editor and publisher of the *Electrical Review*, Chicago, and more recently was a member of the firm of Gray & Benjamin.

New Evening Paper in Jackson, Mich.

The Jackson, Mich., *News*, which began publication as a morning newspaper last August, launched an evening edition on January 27, called the *Evening News*. James Frank will be business manager and H. H. Austin advertising manager of both papers.

Agency Secures Columbian Hardware Account

The Columbian Hardware Company, Cleveland, Ohio, has appointed the Powers-House Company, also of Cleveland, to handle its advertising. A malleable iron vise will be featured in a campaign in business papers and a national periodical.

Advertising



The Green, Fulton, Cunningham Co.

FORMERLY THE CARL M. GREEN COMPANY.

CARL M. GREEN, PRES.

H.J. CUNNINGHAM, TREAS.

J.D. FULTON, VICE-PRES.

A.W. THOMPSON, SEC.

DETROIT

CHICAGO

FREE PRESS BLDG.

STEGEER BLDG.

To insure our clients of the most competent service this Company maintains two strong and efficient organizations—one in Detroit and the other in Chicago. Perhaps the best evidence as to the kind of service this Company gives is reflected in the fact that the only perceptible changes in our list of clients is the addition from time to time of new names.

Prof Sheets

g Bus Cartoons, for use in
Bulle Salesmen's Manuals,
Dead Literature.

First Each Month.

Gears for January?

Business cartoons carry a strong sales
message to men, dealers, jobbers and
they put into your Hop's Organ and
bring it alive. In salesmen's litera-
ture, little sermons,—sugar-coated
they give new life into dealers' efforts
to arouse consumer interest.

Business Cartoon Service is a big
marketing idea—camouflaged with
its 1918 success with the "Ain't it Discouraging" Series,
used the same syndicate plan.

Every Hop Sheet is shown. The reverse side carries the Hop
company of thirty timely "Noozies" each month. One of the
Hop's, in full size, is shown in top cut at the right.



**"Hey!
Here's
th'
Coupon!"**

Please put me on your mailing list to
receive Hop Service Monthly Proof Sheets.

Name _____

Firm _____

Street _____

City _____

HOP SERVICE

LDG

WILMETTE, ILLINOIS

If You File Rate Cards You Need Barbour's Rate Sheets

Our Representative

is now in the East.
It is easy for him to
see you. Wire us
today and see for
yourself the many
advantages of the
only rate service—

*the accepted rate "files" of
more than 160 advertising
organizations.*

Barbour's Advertising Rate Sheets
Incorporated
538 South Clark Street, Chicago

Anheuser-Busch Is Much Alive

THE forthcoming order of things under prohibition doesn't mean that the big breweries have received a body blow, by any means. A striking example of aggressiveness in adapting one's self to new conditions is furnished by August A. Busch, president of the Anheuser-Busch Brewing Association, St. Louis.

As was stated in PRINTERS' INK last week, Mr. Busch has the pork-packing business under consideration. He is now engaged in making a thorough investigation of the possibilities in this field. Charles W. Staudinger, advertising manager of the company, tells PRINTERS' INK that it is the present intention of Mr. Busch to confine himself to the manufacture of high-grade sausages and the production of high-grade hams and bacon.

"The Anheuser-Busch Brewing Association," said Mr. Staudinger, "has under consideration the manufacture of malt syrups of three different grades for bread-baking, cracker-baking and table use. Our experiments so far have proven that a very high-grade syrup can be made from barley malt.

"The manufacture of Bevo will, of course, be the big end of our business for the immediate future, and we expect to manufacture this product to full capacity just as soon as the ban on cereals necessary for its production is lifted."

Snively With "Hoard's Dairyman"

Dale Snively, formerly with the Hearst organization, has been appointed advertising representative for *Hoard's Dairyman*, Fort Atkinson, Wis., with headquarters in Chicago.

Joins Staff of Chambers Agency

T. A. D. Weaver, former owner and editor of *Marion County Patriot*, Buena Vista, Ga., has joined the staff of the Chambers Agency, Inc., New Orleans.

Those Carbons!

TAKE an afternoon, Mr. Manager, and read one day's carbons of your firm's correspondence, skipping no department. I know the president of one corporation who did this a short time ago, and, wow! didn't he make himself clear about the sloppy, icy, and canned-word letter-writing that served as a follow-up for the Company's beautiful advertising in the magazines.

Few around the place seemed to realize that every letter on the firm's stationery was a telling advertisement—good or bad.

Twenty years' experience in active advertising, selling, business-writing and employee-training work has enabled me to produce the two series of weekly BETTER LETTERS and BETTER (Retail) SELLING Bulletins that I am offering employers.

These are practical, illustrated talks that employes will read and remember—just one topic in each Bulletin, arranged on the loose-leaf plan, with room for manager's or correspondence-supervisor's comments or examples.

If you are one of the few hundred concerns in America that have the vision to improve the daily letter-writing and retail selling that touches your product, let me send you free specimens of Bulletins and outline of my simple, inexpensive plan.

S. Roland Hall

College Hill, Easton, Pa.

Ideas of Advertising Men on Book Advertising

No Lack of Suggestions upon the Answer to the Question, "Why Don't Books Sell Better?"

ADVERTISING men have been giving considerable thought to the subject of better methods for advertising books, if we may judge from the letters received by PRINTERS' INK in the last few days. All the letters were inspired by the array of queries contained in the letter of John H. Apeler in the January 16 issue.

Mr. Apeler, it will be recalled, is seeking an answer to the question "Why don't books sell better?" Perhaps merchandising methods are wrong; perhaps the advertising is inefficient—but *one* thing is certain, he believes, and that is that books which should sell in large numbers only attain a fraction of the sales they ought to get. The instances he cites are all in the field of fiction, where sales will be heavier than among other classes of books, but the proposition holds right down the line—books don't sell as they should. What is the reason?

It is only natural that readers of PRINTERS' INK should put their finger on advertising, or the lack of it, as the cause. And, truth to tell, they make out a very plausible case. Let us hear what some of them have to say.

There is a general agreement that books are not advertised in a popular way.

"Fifteen years of highly enjoyed activity in the advertising field," writes J. W. Lindau, Jr., of New York, "as a close student of methods used by manufacturers of both staples and necessary luxuries, has made me feel that the comparatively small sale of books is due to the book manufacturer's *lack of proper perspective* toward his prospect; i. e., he fails to realize that his product is as much merchandise as hair tonic or a motor veil. Mr. Publisher feels himself out of the mundane plane of the manufacturer; he assumes a *men-*

tal attitude toward his commercial position that *prevents* his seeing advertising as other makers of merchandise have been taught to see it."

Martin Ullman, managing director of the Gotham Studios, Inc., New York, expresses similar sentiments:

"Generally book advertisements are very uninviting and uninteresting as to appearance. Nothing more or less than announcements about forthcoming publications, or somebody's favorable comment on a book."

SEEKING THE "KEYNOTE" FOR BOOK ADVERTISEMENTS

Constructive suggestions upon book advertising that would bring more people to the buying point are not wanting. Here is one from Mary E. Aplin, who writes from Philadelphia:

"Every book appeals to many different kinds of people, whereas the advertising that is gotten out to sell the book only appeals to one of those many kinds. That is where a properly conducted campaign on a book ought to help sell it. Instead of saying that the *Times* or the *World* says it is one of the most 'significant' books of the year, or something of that sort, put out something that will sell the book to the village seamstress in Waco, Texas, who has never heard of the New York *Times*—providing it is the proper kind of a book for a village seamstress of so limited an experience. Each advertisement in the series should emphasize a different point of view about the book, so that people who don't have many tastes in common will see that really this is *the* book. One advertisement might strike the person who likes a 'significant' book, another dwell on the fact that it is a thrilling adventure story, a third that it has

CO-OPERATION

THE relation of an engraving house to its client should be one of the closest co-operation.

We want you to feel that our whole establishment is an adjunct of your advertising department.

With our large staff of designers, photo retouchers and engravers we can give you valuable service in the preparation of your illustrations.

Artists, Photo-Engravers
Makers of Embossing and
Cutting Dies

PHOTO-CHROMOTYPE ENGRAVING CO.

920 RACE STREET PHILADELPHIA, PA.

ACCURACY-EXCELLENCE



To Sell Goods in Full Co-operation With Advertising—

This organization supplies a selling service that unites the forces of selling and advertising so that they work as a unit for the general good of the business as a whole. The results are larger sales, more intelligent distribution and greater dollars and cents returns from advertising investment.

Through our method of unit sales supervision we can supply and direct a thousand salesmen, if need be. Our executives are proven salesmen—veterans who have sold goods plus advertising from coast to coast. They know the trade—both jobbing and retail. They get results because they know how to build sales with the help of advertising.

We undertake the actual selling of goods in any territory, utilizing as many men as the proposition may require whether it be one or one hundred. We are prepared NOW to go before the following classes of trade:—Dry Goods and Department Stores—Drug Stores—Grocery Stores—Automobile Supply Dealers—Electrical Contractors and Dealers.

Advertising Agents will find this service of practical help in Developing Accounts—for Try-Out Campaigns—For Trade Investigations—for Special Selling Work of any Character.

The Harry M. Graves Selling Organization

105 WEST 40th STREET, NEW YORK CITY

Telephone 6658 Bryant

an unusual depth of human emotion, and so on."

Marion H. Clarke, of the Continental Publishing Co., Limited, Toronto, relates an experience in a limited campaign of book advertising that was frankly directed toward the everyday people.

"Recently I had occasion," he says, "to put into practice a few pet theories I had on book advertisements. I revived a dead book, so dead the publishers were almost giving it away. It was 'The Call of the Blood' by Robert Hichens. Now instead of following time worn tradition by announcing the title followed by a few words of atrophied copy I started off with the glaring headline 'He Had Married an English Wife.' I followed this up with about one hundred words of vital copy, featuring the struggle between convention and the primitive appeal of our hero to follow the 'Call of the Blood.' An ascending climax left the reader on the pinnacle of his desire with nothing else to do but climb down and buy the book. Then I took 'The Awakening of Helena Richie,' by Margaret Deland, and horrible to relate I threw out the headline 'He Had Killed Her Baby.' It took courage to do it—it was almost *too* primitive but it pulled tremendously and that was the paramount consideration.

"Almost nine out of ten publishers will object to this glaring method of selling books but it *does* sell them. A certain class of people still object to the trolley car invading their suburban solitude. Yet under the thin veneer of civilization the primitive impulse is merely dormant. It simply takes the right appeal to prick through this veneer and draw the blood of desire."

The suggestion is made by Edward D. Hallock, of the Gray & Dudley Company, Nashville, Tenn., that a popular book may be made to sell others by the same author at a reduced selling expense. Writing out of his own experience, he says:

"I am always grateful to the

Home Demonstration Agents are women County Agents. They are joint officers of the U. S. Dept. of Agr. and the Agr. Colleges,—having practical experience and scientific training in home-making, and are employed to co-operate with farm women and girls.

Among the problems they handle are "children's welfare—selection, preservation and preparation of food, canning of fruit and vegetables; the selection and protection of water supply; sewage disposal; house ventilation; household equipment and management; use of labor-saving devices, and machinery; control of insects and other pests, etc."

There are now more than 5000 County Agents and Home Demonstration Agents actively employed and the appropriation for 1918-19 fiscal year is 15 million dollars. The total for the 5 years to June 30th, 1919, is 42 million dollars.

American Farming, since 1916, has been publishing the results achieved and the methods employed in County Agent and Home Demonstration work, from all states of the Union.

We have compiled a little booklet descriptive of the County Agricultural Agent movement. The information it contains is invaluable to every one interested in trade with farm people.

Ask for Booklet C
Sent Free on Request

American Farming

DUANE W. GAYLORD, *Publisher*
GEO. H. MEYERS, *Adv. Mgr.*

Chicago

Paul W. Minnick, *Eastern Rep.*
23 East 26th St., New York

GALE'S MAGAZINE

IS

The Only English Magazine in Mexico

As an Advertising Medium, it is in a Class By Itself. Every advertiser who wants to reach the most intelligent reading public of the rich southern republic, should patronize the advertising columns of GALE'S MAGAZINE.

As a Journal of Liberal Politics, Progressive Ideas and Advanced Views on all topics of the day, GALE'S MAGAZINE is also a leader. Its international scope and circulation make it of particular interest to all who want to keep in touch with events the world over.

Conservatism is dead in most places and dying in the others. What conservatism was not crushed by the war will receive its death blow in the Great Reconstruction that is now on. People don't read standpat, mossback periodicals as they once did. They read the Radical, the Revolutionary, the Iconoclastic Publications now. And since GALE'S MAGAZINE is a leader in this class, it is the kind of magazine for the forward-looking, enterprising advertiser to advertise in.

GALE'S MAGAZINE is edited and published by Linn A. E. Gale, well-known American journalist, who was for years a newspaper editor and who was political writer on the big daily of former Governor Martin H. Glynn, of Albany, N. Y., for several years. It has been said of Gale that he writes "words that burn in letters that blister." Among the recent articles in GALE'S were the following:

"Two Leagues of Nations or One!"
"Cooperation vs. Competition"
"The Truth About Mexico"
"Amnesty; If Not, Why Not?"
"Birth Control and Regeneration"
"Some Facts About Esperanto"

Advertising Rates on Application

Subscriptions: \$2 a Year; \$1 for 6 Months; 20c a Copy. NO FREE

SAMPLES

GALE'S MAGAZINE,

Apartado 518,
Mexico City, D.F., Mexico.

Enclosed find P. O. money order (or draft) for \$....., for which please send me Gale's for

Name

Address

friend who, knowing something of my taste, suggests that I read the books of some author whom I had not previously heard of. It is only through outside suggestions that I became acquainted with many of my present favorites. I have found that it never pays to judge a book by the title of the book itself.

ADVERTISING MIGHT GIVE THIS INFORMATION

"So when I was told that the stories of Holman Day and of Joseph C. Lincoln dealt with rural New England life in a very humorous manner, and was told something about the nature of Day's 'Captain Sproul' and of Lincoln's 'Mister Pratt,' I lost no time in reading the first books of these two authors that I could get my hands on and, soon after, I bought every book they had written.

"When a friendly librarian told me that W. W. Jacobs and his English Sailor stories were a good match for the Day and Lincoln style, I immediately borrowed Jacobs' 'Many Cargoes' from the library and, soon after, bought the entire set of Jacob's works from a book store.

"I just recently became acquainted with the writings of Harry Leon Wilson through the same method. I had passed up his stories in the Saturday Evening Post for some reason or other, but the minute I heard from a friend *what kind* of stories he wrote, I lost no time in digging up old copies of the Post and also soon added 'Ruggles of Red Gap,' the 'Man from Home' and 'Bunker Bean' to my collection.

"There are plenty of readers in this country who have not been told about these authors. They may have seen 'Ruggles' advertised in conjunction with a long list of other books, but without knowing anything about the author, the name probably made no impression on them.

"On the other hand, there are doubtless many other authors whose books I would secure if, through this kind of advertising,

\$250 in Prizes for Stories of Business Paper Advertising Successes

Realizing that some of the greatest advertising successes of the day are being won through advertising in class, trade and technical papers, CLASS, the business-paper advertising authority, announces a contest in which the following prizes will be awarded for articles describing campaigns of this character:

First Prize	- - \$100.00
Second Prize	- - 75.00
Third Prize	- - 50.00
Fourth Prize	- - 25.00

Everybody is eligible to compete—advertisers, agents, publishers, representatives. The only requirement is that the articles deal with actual facts, which shall be capable of verification, and which demonstrate the effectiveness of advertising in business papers.

Suggestions and Rules for Contestants

1. There is no limit as to the length of mss. submitted, but it is suggested that articles be from 1,000 to 2,000 words in length.

2. Stories must deal with actual campaigns and results, and be expositions of fact rather than theory or argument.

3. The value of the facts recorded will be of more importance in placing the contestant than the literary merit of the article.

4. All mss. submitted shall become the property of CLASS.

5. Prize-winning articles and other meritorious mss., submitted in the contest will be published in CLASS.

6. Three leading advertising agents appointed by the American Association of Advertising Agencies will be the judges; the publisher of CLASS will not influence the selection of prize-winners.

7. The field or fields covered by the campaign are left to the contestant.

8. Name of contestant should be written on a separate sheet enclosed with mss., which should carry no name.

Contest Closes March 15th, 1919

Address All Articles Entered to

Contest Department "CLASS"

419 S. Dearborn Street, Chicago



The Tie That Binds

60,000 farmers in the grain belt read the American Co-Operative Journal. The Journal is "looked up to" by the progressive grain growers who are leaders in their communities.

Our Service Department will be glad to furnish figures and data on "why results are insured" by using space in the Journal.

AMERICAN CO-OPERATIVE JOURNAL
230 South La Salle Street
CHICAGO

M. R. MYERS, Editor W. E. COTTER, Adv. Mgr.

I had learned something about the author's style of writing.

"This same principle applies to those who, like myself, are fond of humorous books, also to those who may like romance, adventures or books dealing with European travel, such for instance as those written by the Williamsons."

The idea is advanced by A. F. Ashbacher, of the Gage Publishing Company, New York, that books may be sold through bookstores by direct advertising of the sort put out by publishers who sell sets on instalment.

"A certain publisher mails me a folder and a return card," he states. "He pictures the books, he gives excerpts from certain chapters, and then he says 'Look these books over for five days.' At the end of ten days I receive a statement that I owe him so much money and I send him a check. The very fact that he asked me to look the books over, the fact that he has confidence in me, perhaps that is why I send for the books. But after I get them (I am a lover of good books), I buy."

"Now if Mr. Apeler had mailed me a four-page folder and asked me to look over one or two of his books, I am sure he would have made a sale (I mean it). Just why I can't get into the habit of entering a bookstore and asking for a certain book, I can't explain. No doubt there are thousands of people who have the same feeling."

"My suggestion would be to try the direct mail plan—nothing elaborate or expensive, just a plain four-page folder with a letter on page one and a return card. I'll fall for it—and I know others who will."

It seems that publishers have not "sold" the reading public on the necessity for charging advanced prices for books, in conformity with the higher prices of labor, paper and other supplies.

"A new book appears," writes W. K. Porzer, of Bloomfield, N. J.; "it is advertised; it is talked about. It has all the ear-marks of a success, and a goodly number of prospective



"When Seconds Count"

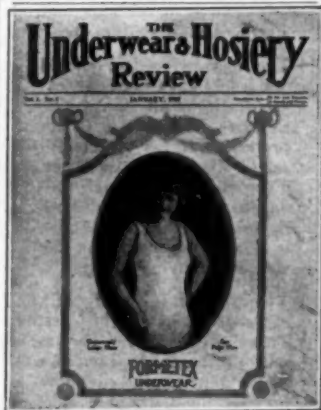
**Catalogs Broadsides
Folders Circulars**

When you want them—right—right away—at the right price. Then write, wire or phone

Kenfield-Leach Company
"Good Printing Quick!"

610 Federal Street, Chicago

Rely on K-L Service—as many of the largest national advertisers are doing



**The Journal
of the
Underwear and Hosiery Trade**

Published monthly by

The Knit Goods Publishing Corp'n

320 Broadway, New York

WANTED

Seven Good Men

We are expanding and re-organizing the distribution of an unusually successful product which sells extensively wherever the wheels of machinery turn, and we want seven good men—real sales builders—to take complete charge of territories, appoint, develop and supervise salesmen, and with our full co-operation assume the full responsibility for business in their territories.

When we have found the right men we are going to write territory contracts with each of them that will establish them in a business that they will stick to for life.

The men we select should preferably have some general familiarity with things mechanical, though this is not so essential as successful sales directing experience. They *must* have enough confidence in themselves to back themselves with from \$1,500 to \$5,000 depending on the size of territory.

The first men to qualify will, of course, have the first choice of territory. This is one of those opportunities which come to men only once or twice in a lifetime. The men we are looking for will recognize it the moment it is presented to them.

Address S. G. M., Box 278
PRINTERS' INK

readers are three-quarters sold.

"But when they visit their dealer's they find the price to be a dollar ninety. And in the back of their heads is the memory of the heavily advertised 'popular' books of yesterday which to-day are on the thirty-nine cent counter. So, 'why should I pay the difference, the story will be just as good later on,' they think. The sale is lost. By the time the book has had its run of popularity it is supplanted by another, and forgotten.

A suggestion that may or may not be practical is offered by William H. Stemmerman, of Passaic, N. J., who likewise looks askance at the dollar-ninety price.

"Why does not some brave publisher take a good novel," says Mr. Stemmerman, "a really good one, by an author who is unknown (to make the experiment a true one), print it on paper as good as usual, set the price at not more than 75 cents (I'd rather see it at 50 cents), and then advertise it as any other merchandise is advertised—tell people why they ought to buy it—pique their curiosity—practice all the agacerie known to the advertising art, and also, and furthermore—

"Print more and better pictures, more and more! Did anyone ever see such stinginess as is practiced by novel publishers when it comes to pictures? One or two cheap daubs, perhaps, in the average novel, and none that illustrate the text. I am sure that most of the vast audience that is hanging on my words will agree with me—they like pictures with their reading. I usually form a mental picture of the heroine and I find that the artist is a darned clever chap when his idea coincides with mine."

The interest taken in Mr. Apple's letter indicates that there is a real desire among many persons to buy books—a desire that they are not able to satisfy, presumably because the proposition is not served up to them properly.

Books are not necessarily *hard* to advertise, but apparently they are not, at present, *rightly* advertised.



Wanted the Man who is good
enough to represent the
Bartlett Orr Press

Wanted the Man

Who knows fine printing when he sees it; who realizes the money value of it; who can make others realize the money value of good printing;

Who can appreciate (and make others appreciate) the difference between the usual fine printer and the complete organization of the Bartlett Orr Press, in which every process from photographing to binding is conducted under one roof where quality reigns supreme;

Who is not handicapped by ideas formed through previous printing connections, but is free to appreciate and accept our standards.

Bartlett Orr Press

Eighth Avenue

Thirty-third to Thirty-fourth Streets

New York

Apply by letter only

The
POWER, ALEXANDER and JENKINS
COMPANY
Advertising
DETROIT



The right kind of agency and the right kind of advertiser must inevitably "discover" each other. We are content to bank our future on this fundamental law of mutuality.

"Right Away, Sir"

"Rapid Service" means all the name implies—Prompt, Efficient handling of your Electrotypes orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager
 Largest Makers and Distributors of Advertising Plates in the World
New York CINCINNATI Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.

Anti-American Books in South America

The Import Trade Is Practically Confined to Books from Spain which Teach Hate for the United States—Opportunity for American Publishers to Deal with Latin America via Spain

THE imported book trade in South America is almost exclusively in the hands of Spanish firms, according to a correspondent of the *New York World*, writing from Cristobal, C. Z. Besides the natural explanation for this, that most South Americans use the Spanish language, there is the fact that books are produced much more cheaply in Spain than in competing countries.

"The idea has been entertained," says this correspondent, "of publishing books in the Spanish language in the United States for the Latin-American trade, but it has been found that American firms cannot compete with Spanish firms, because of cheap labor conditions in Spain. In addition to this Spanish houses have had their work done in the cheapest markets in Europe, especially in Germany before the war.

"The trade importance of this fact lies not so much in the amount of money involved as in the influence which literature produced in Spain has been exercising upon the minds of Latin-American people. The general influence of this Spanish literature is to promote Spanish trade and the trade of those countries given preference by Spanish houses.

"While Spanish writers and publishers do not always combat American commercial interests in their writings, the general tone of all the literature proceeding from Spain to South America is more or less anti-American and is calculated to injure American commerce. The fact that there is no appreciable production of literature in Spanish—books, periodicals or other—by American firms leaves this field of psychological influence entirely in the

The Atlanta Journal Atlanta, Ga.

Advertising in
The Journal
Sells the Goods

The Journal Covers
Dixie Like the Dew

When Mrs. Smith
comes in to Buy
Silk Hosiery

Why not have a silent salesman sell her your product too?



This silent salesman sells Van Raalte Hosiery

By a silent salesman we mean a live reminder of your good brand, good willed thro' all your general advertising. Live reminders are born here every day—christened B & B Signs and Displays. Phone, write or wire for sales representative, samples and ideas.

B. & B. Sign Co., Inc.
347 Fifth Avenue
New York

A Well Known Chicago Manufacturing Organization

has an opening in its advertising department for a man thoroughly qualified to assist in all branches of publicity work—including knowledge of printing, art, engraving, copy writing and department detail.

This is an exceptional opportunity and an exceptional man is wanted.

Reply in your own handwriting and in confidence state fully—age, married or single—education—former connections—experience—salary expected. Address E. H., Box 279, care PRINTERS' INK.

Presses For Sale

One Duplex quad and one Goss quad press used respectively by *Milwaukee Daily News* and *Milwaukee Free Press*
Also a number of Linotypes

Interested persons should
communicate with
**Business Manager,
Wisconsin News,
MILWAUKEE**

hands of competitors to American commerce.

"Much of the writing of a hostile or critical kind is also cleverly and insidiously done. The villains in the plots of cheap novels will be American promoters, adventurers or ne'er-do-wells. The Spanish conception of the boorishness, abruptness, lack of refinement and general uncultivated aggression of the Americans runs through many of these books wherever dealing with Americans.

"Naturally this is not without its effect upon the minds of Latin-American people in placing orders for goods, where the terms are practically even, and it also has a tendency to throw business into the hands of other European countries than Spain, even where it does not keep trade in Spanish hands.

AMERICAN FIRM IN SPAIN

"There is one large American publishing house, and this one curiously enough a religious propagandist institution, which has boldly ventured to meet the above described conditions by going to Barcelona and establishing a branch house, where it has its books published in the cheapest market and from which it distributes literature through South America. This organization is doing a larger book business in South America than any other American firm, and its business is increasing by leaps, notwithstanding the fact that its religious propaganda is vigorously opposed to the prevailing religion in South America, and is bitter and relentless in its denominational warfare.

"It would seem that the expedient used by this concern might be successfully used by American publishers of general literature also. If they cannot compete in South American markets from the United States, there seems no good reason why they might not establish branches in Spain, where they could have their publications for Latin-American trade printed, while still retaining the editorial oversight of the establishments."

THIS organization consists of men who have been chosen to meet the demand for individually specialized work. Consequently we give the same care to the drawing of an automobile for newspaper use or magazine reproduction, as we do to the designing of a fine piece of lettering.

LOUIS C. PEDLAR, Inc.
COUNSEL IN ART
50 Madison Avenue, N. Y.

Buying Power +

FORTY THOUSAND MEN, whose combined personal income is more than \$400,000,000 annually, is some buying power—then consider that each one of these forty thousand men represents a business or industry (many of them the largest in the world) and you have buying power plus—so large that it is difficult even to estimate it. These are the men who compose the circulation of

THE ROTARIAN

The Magazine of Service

OFFICIAL PUBLICATION OF THE INTERNATIONAL
ASSOCIATION OF ROTARY CLUBS

Eastern Representative
WELLS W. CONSTANTINE
31 East 17th St., New York

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Bruce Bliven John Allen Murphy
Frederick C. Kendall Frank L. Blanchard
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JANUARY 30, 1919

Don't Limit the Appropriation

Is there such a thing as a "saturation point" for an advertising appropriation? In other words, it is possible to have an advertising appropriation so big that no matter how much your sales may expand, it can safely remain at the same level year after year?

There are probably many business men who believe that this is true, "If you are spending \$5,000,000 a year," these men might argue, "that is all that is necessary. You can tell your story to all the people who are prospective buyers, and tell it as often as is practicable. Even though your annual business increases from \$100,000,000 to \$200,000,000, your

advertising appropriation may safely remain stationary."

A point of view directly contradictory to this was recently expressed by Paul H. Nystrom, widely known as an economist and an authority on business. He discusses this subject in relation to the question of the automobile industry. To the man in the street, it has probably seemed in the past as though the automobile men were investing about as much money as they needed to. They have patronized practically all the recognized mediums, and have done so liberally, and their ability to sell has kept pace with a rapidly expanding productive capacity.

Mr. Nystrom, however, declares that the advertising of the big automobile companies, though it has run over a million dollars annually for each of several of them, has been inadequate—at least, for the type of selling which will be necessary in the future. "The size of an appropriation must be determined," he says in effect, "not by the amount of money, but by the proportion which this bears to the total sales. The automobile industry as a whole invests only about one per cent of its volume of sales in advertising. Even the most progressive manufacturers hardly ever spend more than two per cent. The experience of other industries, faced with similar sales problems, shows conclusively that this is far less than can be spent profitably."

Misadvertised Communities Not Helpless

Canada is not the only community that has been hurt by the misadvertising of its friends, the authors. As was shown in the article published in PRINTERS' INK entitled, "Advertising That Has Hurt Canada," Kipling and Gibbon are among the prime offenders against Canada, in that they pictured Canada as a cold, cold place in which to live. This isn't so—at least beyond a few winter months—and Canada naturally resents the accusation. But what can Canada do about it? How can Canada get the truth in

the minds of all authors and near-authors? Canada, like some other countries, evidently needs a permanent department of publicity.

Everybody can make up his own list of places misadvertised by writers. Our list is this:

New Jersey has been misadvertised for its mosquitoes. There are only a few mosquitoes there, but Jersey never quivers under the perpetual canard.

New York City meekly submits to the accusation that it is the giddiest city in the country, where the people stay up all night at cabarets and ride all day in taxicabs. It is in reality the biggest home city in the United States.

Brooklyn is thick-skinned to the accusation that it is merely the bedroom of New York City. If it ever did advertise, it would have a wonderful story to relate of great industries and a stretch of wonderful waterfront.

The Erie Railroad, year in and year out, hasn't a thing to say in response to the jibe that it has the worst service in the world. If the Erie ever does wake up, it can point out that it has the shortest freight line between New York and Chicago, with one of the finest road beds in the United States, for a large part of the way, and that for years it has carried more commuters in and out of New York City than any other railroad. And carried them safely, too.

Chicago is called the Windy City, and that city seems to be proud of the title, for you never hear it officially denied; nor do we learn what it thinks of the insinuation that a farmer can't go into that city without being sold the Masonic Temple by some slick-tongued Chicagoan. Of course we know what Chicago could do if its private advertising talent could ever be enlisted by the municipality to boom its qualifications as a business and residential city.

And the list could be extended right on to the Coast and to the Gulf of Mexico. Kansas is no longer eaten up with grasshoppers, nor do alligators lurk in the lower stretches of the Mississippi. All

of Florida is not under water, though to listen to the reports in newspapers, you would regard Florida as being a piece of water-covered real estate, sold by bunco artists.

The only way to fight the authors is by advertising. Authors take the easiest way, particularly the near-authors. They'll use the jibe as the surest of response.

That advertising could squelch the nuisance and spread the truth is demonstrated by Uncle Sam's experience. The motives of the United States before the war were universally suspected in South America. The war came along and South Americans were vastly surprised to learn that Americans *have* ideals and are willing to support those ideals with their money and their lives. Even Mexico is finding this out, thanks partly to a moving picture campaign. The prospect of what would happen if Uncle Sam should put in a real advertising department and lay out a fully organized campaign makes any advertising man ache to take on the job.

Canada is the country which, in the Western Hemisphere, has most nearly conducted a national advertising campaign. During the war its advertising was handled by the Government. Mediums were selected on their merits and copy was run with a definite object, with what effective results we all know.

A Thought on Book Advertising

Why don't books sell better?

The sales manager of one of our leading publishing houses asked this question in *PRINTERS' INK* two weeks ago and letters from advertising men are flowing in from the four points of the compass explaining why. Reason—poor advertising, they allege.

That it seems to us is only part of the answer. Why is book advertising so poor?

Books are produced for cultural or entertainment purposes. So are plays. And so are "movies." It is curiously significant that

books, plays and the movies are at once the most advertisable propositions in the whole world and among the least well advertised. Is there, perhaps, the same obstacle to advertising facing book publishers, theatres and the movie industry?

In our opinion there is. It is what might be called publicity-hypnosis. Books, movies and the plays are news. Unlike breakfast foods or hardware, they have an open sesame to the delectable editorial columns. It is so easy to get a mention or a review for a new book. Just send it to the editor and publicity is sure to follow, perhaps in not all publications but in most. Thus the book is "advertised" and the publisher lulls himself into the belief that he has done all that he is called upon to do. What wonder, therefore, that whatever advertising actually bought is spiritless, with little constructive salesmanship and one-tenth powered?

The most fortunate thing that could befall the book publishing business to-day would be a ban by newspapers and magazines on book news and reviews. Forced to depend wholly upon themselves, the publishers would quickly adopt constructive methods, their advertising would increase and improve and the great possible market for books, which has been only scratched by present methods, would be opened up.

Publicity is no substitute for advertising and never has been. You can't control the real selling point in publicity; but you can in advertising. As long as book publishers allow themselves to be hypnotized by free publicity books will continue to be undersold.

Boy Scouts Selling Thrift
as Stamps and se-
Salesmen curing subscrip-
tions for Liberty
Bonds has taught the Boy Scouts many a valuable lesson in salesmanship. They have learned something about making the right appeal, canvassing a territory systematically and the most approved "how" of getting the pros-

pect's name on the dotted line. Among them, too, are youthful orators who put to shame some of our more mature professional spellbinders.

A merchant in Montana recently gave his sales a boost and multiplied the popularity of his business by hiring a company of Boy Scouts to act as salesmen in a house-to-house campaign. He advertised his sale in the local newspapers, stating that a percentage of the sales would go to the local Red Cross. The scout selling the most merchandise received a book of Thrift Stamps as his reward.

In another case, a team of enterprising members of the local organization with a penchant for window trimming, contracted with a half-dozen merchants to furnish one complete display each week. And according to the merchants they do a pretty good job. The retailer tells them a few days beforehand what merchandise he wishes to exhibit, and during the week they get up a pencil dummy which is submitted and O. K'd. The price for each change is one dollar including window washing, and the merchants—short handed as they have been during the past year—were glad to turn to such willing helpers in an emergency and be relieved of all details.

Isn't there an opportunity here for some manufacturer working out a plan of house-to-house canvassing or sampling to assist his local advertising? Boy Scouts are pretty reliable little chaps, have a high code of personal honor and have mastered the first steps in simple selling. Under ordinary circumstances the value of this training will diminish with succeeding years as their participation in national activities becomes less. While there are still Thrift Stamps to be sold, and another Government Loan in the offing, their time may be occupied during the next few months. But during July and August mid-summer vacations, they should prove material worth experimenting with in rounding out some phase of dealer co-operation or direct-salesmanship fitted to their qualifications.

The Federal restrictions on circulation guarantees having been removed, we are pleased to announce the following:

For the twelve months beginning March 1919 and ending February 1920, we guarantee an average net paid circulation of The Red Cross Magazine of not less than 1,100,000 per issue.

This guarantee, together with the editorial plans already announced, entitle The Red Cross Magazine to a place in all advertising campaigns aimed at the better class of American homes.

A. EUGENE BOLLES
Advertising Manager
120 West 32nd Street
New York

COLE & FREER
Peoples Gas Bldg.
Chicago, Ill.

and

Hippodrome Annex Bldg.
Cleveland, Ohio

C. A. CHRISTENSEN
Old South Bldg.
Boston, Mass.

E. K. HOAK
Van Nuys Bldg.
Los Angeles, Cal.

Opportunity for Service Man— Solicitor

A well established eastern advertising agency has an opening for a service man, who must also have soliciting ability. It will be desirable if he has specialized in some particular field of merchandising.

He must be of irreproachable character, with good personality, fair selling ability and the power of expressing himself clearly and forcefully in copy and letters. He should also have some experience in advertising agency work.

The man who qualifies according to our standard would eventually be put on a profit-sharing basis. State fully (in confidence) your experience and ability in your first letter. "S. S.," Box 274, Printers' Ink.

WANTED

Advertising Agency or
Manufacturing Organization

To Market and Finance

Scott's

Cleaning Fluid

(Removes Grease Spots)

Never Leaves a Ring—No Odor

Business will stand rigid investigation. It's a real repeater—shows a fine margin of profit, with some established business, needing only sufficient capital, intelligent advertising and sales campaign to largely increase its volume.

The Field Is Unlimited

Correspondence invited only from those interested in this line.

Address "Scott," Box 273, Printers' Ink

Dress Manu- facturers Organize and Will Advertise

A BRAND new association that promises to be an important factor in the garment trade is the Associated Dress Industries of America which has just been organized in New York. It already has on its membership list 150 of the largest and most important manufacturers in the business.

The principal object of the body is to secure more effective co-operation throughout the different branches of the dress industries and to promote sales. It will have nothing to do with labor problems, collections, credits or bankruptcies. Its scope will be that of an international chamber of commerce for the dress industries of North and South America, with a view of establishing and maintaining uniformity and certainty in customs and usages of the trade and to investigate conditions and markets. An export service bureau will be established to furnish information concerning the markets of members' products in Central and South America.

One of the instruments to be employed to advance the interests of the association will be advertising. A campaign will be inaugurated to popularize women's, misses' and children's ready-to-wear dresses. Special attention will be directed to the South American field, where it is reported that ninety per cent of the dresses purchased are custom made. The executive director of the association is David N. Mosesohn, who was one of the founders of the Portland, Ore., and the Los Angeles, Calif., advertising clubs, and who left the Pacific Coast in November, to undertake the organization of the women's dress industries.

Boone Back with "Holland's Magazine"

Lewis C. Boone has returned from overseas and has rejoined *Holland's Magazine*, Dallas, Tex., representing it in the western territory.

BOURGES SERVICESUPERVISION OF
ENGRAVING AND PRINTING
FLATIRON BUILDING NEW YORK CITYDAY
GRAMERCY
536NIGHT
AUDUBON
9860 - 9120*A Personal and Emergency Service
limited to non-competitive clients***EDITING—**and production of
house organs by
specialists.Get outline of what a
house magazine can
accomplish for you.**George Seton Thompson Co.**
122 W. Park St. Chicago, Ill.**MANUFACTURERS:****Increase Your Distribution at Small Cost!**

Do you make Playing Cards, Fountain Pens, Mint Candies, Chocolates, Candy Bars, Metal and Glass Novelties, Safety Razors, etc.? If so, your 1919 campaign is not complete without including the eighth largest industry in the country.

Thousands of cigar stores, the United and other chains, plus the jobbers, already carry similar side lines at substantial profits. Not one cent of extra overhead to them to carry your line.

Are your goods reaping the advantages from this comparatively unexploited field?

Reach them through **THE TOBACCO LEAF**—circulation greater than that of all its contemporaries combined—oldest and largest. Write today for sample copy and rates.

Advertising Department

THE TOBACCO LEAF

198 Broadway

New York City

Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. Established 1880.

Brockton Daily Enterprise**16,000 Daily**Flat Commercial rate 50 cts. per inch
Afternoon Paper, Sells for 2 cents
Carries a page of want advertisements.**Advertising MERCHANDISE Headquarters**

Novelties	Buttons	2500	Ideas	Cash Paid	E. W. FRENCH CO.
Souvenirs	Badges	Information	For Premium	"Clean-Outs"	1 Beekman St., N. Y.
Premiums	Signs	Factories	Service		

WHEN ADVERTISING IN CANADAHave Your Plates **MADE BY THE RAPID ELECTROTYPE CO. of Canada** Montreal, Toronto, London, Windsor

Send patterns to our Detroit office, 700 Marquette Bldg. Our messenger will take them to Windsor, Ont., and pay the duty at the Canadian Customs office, thereby avoiding the usual delay of from 24 to 48 hours. Send your orders to our Windsor plant and plates will be made and shipped from there, saving the duty on each shipment.

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

LTD.

The Little Schoolmaster's Classroom

"**W**HAT do you think of *that?*" snorted the advertising translator, tossing over a piece of copy for the Schoolmaster's perusal.

"That" was an advertisement written in the very latest vogue—twelve-cylinder English that started on "high" and whizzed, idiomatically at 90 h. p. intellectual speed through the virtues of the article advertised. It was good copy—of its kind. It hitched together by an inoffensive little hyphen, words seldom seen in such close juxtaposition and the general nature of the language was that of the neo-futuristic ad-writer.

* * *

"What do you think of it?" was the Schoolmaster's Socratic reply, hoping thereby to get some valuable information for the class.

"I don't think! I know it's the most untranslatable piece of English I've seen in many a day. To put it into Spanish or any other foreign tongue, is impossible. It means that I must write a new piece of copy throughout and undoubtedly word it in a way that the advertiser wouldn't like—if he ever knew the difference. Export copy, that is to be translated into Spanish, French or Portuguese should be simple, non-idiomatic and words made from Latin roots preferred. Words peculiar to America or which have a significance here they do not have in other English-speaking or foreign countries should never be used, for often the whole spirit of the advertisement in its English form depends upon just such untranslatable words. How, then, can a translator hope to preserve the individuality of a firm's message through the delicate intricacies of translation?"

"You would think that copymen would steer clear of colloquialisms but they don't. Sometimes colloquial phrases are common to many languages and we can translate them either exactly or retain

at least the spirit of them but most of them are utterly lost. Another mistake is to make allusions that are unknown to the other tongue—either literary or historical. It is not safe to assume that an educated Spaniard in business has read Mark Twain or that his knowledge of American history includes more than a casual acquaintance with the names of Washington and Franklin. Consider the average American business man's knowledge of Cervantes! He wouldn't know whether that was a king, a new drink or a cigar. Well, that's the way we must reason from their standpoint. Copy containing fireworks and shooting stars may be wonderful for domestic consumption but the foreigners must be talked to in guitar-and-moonshine if that's what they know."

All of which seemed to the Schoolmaster to be of sufficient value to pass along without comment.

* * *

We were sitting at the same table—a sprinkling of advertising men, sales managers and such—waiting for the noonday speaker who was to address us on Publicity Pothooks.

In customary fashion we introduced ourselves. But there the conversation stopped. No one seemed to want to start the ball rolling. So we all paid diligent attention to our lamb chops and green peas. For an elongated moment there was silence—punctuated by the clatter of silver against the club china. It was fast becoming painful. Then the gentleman at the Schoolmaster's right—his name was either Green or Brown—leaned over and remarked:

"You know, my little boy is quite a shark at conjuring. Every day he comes home with a new trick. Did you ever see an animated match-box?"

Folks at the other seats were

*"You are old, Father William," the young man said,
"And your hair has become very white;
And yet you incessantly stand on your head—
Do you think, at your age, it is right?"*

An awkward position, to be sure even in Wonderland; yet no less graceful than an effort to straddle the widely distinct branches of the LUMBER INDUSTRY with one publication.

The saw mill buys power plant equipment, machinery and mechanical appliances covering a wide range; belting, packing, lubricants, fire protection apparatus, steel rails, locomotives and railroad equipment generally, and innumerable other things that are used in production.

The lumber dealer buys lumber, millwork, cement, asbestos and asphalt roofings, wallboard, plaster board, builders' hardware, paints and varnishes, brick, in fact practically everything that enters into ordinary building construction, all for resale.

One is a **manufacturer**; the other is a **merchant**.

Few lines can be advertised profitably to both.

Here, then, are the reasons for

LUMBER

published in **Two Editions**, each every week.

The **MANUFACTURERS' EDITION** is made for operators of saw mill and woodworking plants.

The **DEALERS' EDITION** is made for Lumber Dealers, who operate the Department Stores of the Building Material Field.

An examination of specimen copies, which are mailed only on request, will make clear the differences in these editions, and the value of the **specific circulation** each of them offers.

The service of our Research Department is tendered advertisers desiring specific information about these fields.

JOURNAL OF COMMERCE COMPANY

PUBLICATION OFFICE
Wright Building, St. Louis

EASTERN EXECUTIVE OFFICE
243 W. 39th Street, New York

You May Know the Man

Young man active and quick, with experience that will enable him to take full charge promoting trade sales and directing representatives. For New York Branch of well known manufacturer. Excellent opportunity for live wire. Give starting salary, full history and why you think you are the man to hold this job of Manager's Assistant. Address "J. K.," Box 276, PRINTERS' INK.

Sales-Advertising Man WANTED

who can become a sales-manager in a retail establishment and who has copy-writing ability, at least in a directive way. Not over 35. Some young man of selling experience in the national advertising field will find a good opportunity. "W.A.A." Box 275, PRINTERS' INK.

Booklets

Many of America's prominent advertisers, advertising agencies and commercial houses requiring high-class printing use

AND

**CHARLES FRANCIS
PRESS**

Printing Crafts Bldg., New York
Eighth Avenue, 23rd to 24th Streets

Catalogs

Telephone
3210 Greeley
Printers of
PRINTERS' INK

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
5,000 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

now listening in. "No," we chorused negatively.

"Maybe I can't do it right," continued Mr. Green or Brown, smiling, "but I'll try." And with a mysterious flourish he balanced on back of his hand a plain common or garden variety of match-box. "Now I'll talk to it. 'Stand up, Fido,'" he commanded. And amid much laughter the match-box wobbled a bit, then reared itself erect.

At a signal it again lay down.

How was it done? He told us, of course, and we chuckled. What a clever stunt! We must remember it to show to the kiddies.

But the fact that impressed the Schoolmaster was not the feat of legerdemain itself, but that it broke the ice. Right away everybody remembered some comic trick from childhood days. And of course we all got talking. Where a few moments ago silence had ominously reigned, we were soon chatting amiably and affably, and gradually the conversation gravitated toward shop.

We again introduced ourselves, each giving a little history of his business. The man on the Schoolmaster's right was neither Green nor Brown. It was Black. The Schoolmaster now calls him "Harry," knows his office address and has an invitation to play golf when the meadow larks sing once again. And all the names at that table have been indelibly impressed upon the Schoolmaster's oft-times inert memory.

* * *

Getting acquainted is an art that each must cultivate according to his own peculiar inclinations. Some are the veriest tyros at the game, while others make it the mainstay of their business. Nevertheless, most of us are afflicted by an embarrassing inability to recall names of those we meet but once. And recognizing this, many Mr. Blacks with ambitions to develop their circle of acquaintances practice little pet schemes of which this is but an example.

The Schoolmaster knows, for instance, another gentleman who, during the first conversation,

adroitly manages to show the curiously interwoven initials on back of his cigarette-case. They spell the word B.O.W. "Whenever business is going to the bows," he tells his friends, "call on Waterson"—which doesn't happen to be his name, but is near enough for all practical purposes.

* * *

A certain manufacturer—name deleted upon request—decided to advertise nationally a product to be sold through retail trade channels. He got up an elaborate campaign of full-page spreads, arranged popular assortments for the dealers, ordered window trims and lithographed signs, an' everything.

But when his salesmen went out to clean up the country they hardly sold a bill!

What was the trouble? This: the manufacturer's salesmen didn't know how to market an advertised brand. Most of their trade had come from factories where technical knowledge was the big selling requirement. And when they tackled the retail merchant—who asked all kinds of unexpected questions—they flunked.

Now this is not a story of a campaign that flivved—although it came perilously near to the ditch. Recognizing his early mistake, the manufacturer scrambled around to put the proposition across. And he did it in a novel way.

He hired a dozen high-priced specialty salesmen who knew advertising and merchandising and could talk to the dealers in their own language instead of delving deeply into the chemistry and technical problems of manufacturing. Fortified with proofs of advertisements and brass tack selling facts, these men were turned loose among the regular territories to

Rate Book Canadian Advertising Mediums

Correct 1919 adv. rates, closing dates, col. size, detailed circulation figures, all Canadian mediums, with 200 pages marketing data in LYDIATT'S BOOK (not an agency directory). Postpaid \$3 from

W. A. LYDIATT, Publisher
53 Yonge St., Toronto, Can.

Agricultural Publishers!

I am told and believe that I have the fundamental education, experience and natural qualifications to make my services, at first valuable, and latterly essential to the advertising department of some progressive agricultural publication.

My ambitions are high, but I want only just recompense for merit of service. My immediate requirements are modest: University of Chicago training for business; University of Wisconsin training for agriculture. Three years' successful experience in operating fifty-acre farm.

I am an easy correspondent, a good analyst and a constructive thinker, with a strong predilection for consecutive, hard work.

Excellent health, no impediments, age 26.

Please address: "D. R. M.," Box 377, care of Printers' Ink.



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Pat. Dec. 12, 1916 Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	10c per 1,000
100,000.....	8c per 1,000
500,000.....	7c per 1,000
1,000,000.....	6½c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

The eastern and mid-western
representatives of the

Los Angeles Evening Herald

the largest evening newspaper on
the Pacific Coast, are—

E. C. TROWBRIDGE
347-5th Ave., New York

and

G. LOGAN PAYNE CO.
1233 Marquette Bldg., Chicago

"The Evening Herald grows just
like Los Angeles."

The Typographic Service Company

of New York, Inc., C. E. RUCKSTUHL, Pres.

Engraving
Advertising Composition
Electrotyping

141 Madison Ave., New York

Telephone, 3620 Madison Square

Waxed Typewriter Ribbons ARE SUPERIOR

Produce distinctive letters; wear longer; more economical. Will not fill the type or dry out. Guaranteed to please or money back. You save by buying direct. Supplied for all makes of typewriters and Adding Machines; light, medium or heavy inked, any color desired. Price, 12 for \$5.00; 6 for \$2.75; 3 for \$1.50, prepaid anywhere in United States. If foreign, add postage and tariff.

BOOKLET FREE

Send 3c stamp for interesting 20-page booklet—"Better Typewriter Results," or send 54c stamps or coin (checks not accepted for less than \$1.50) stating the name and model number of your typewriter, and color of ribbon used, and we will send you prepaid a ribbon and the booklet. Write today—address

Department 61

THE RIBBON WORKS, Galveston, Texas

The NOTION and NOVELTY REVIEW

Reaches both large and small retailers in every State and also thoroughly covers the jobbing trade. Has substantial circulation in Canada, Australia, South Africa, and South America.

200 Fifth Ave., New York

More rated Retail Department,
Dry Goods and General Mde.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.

A. B. C. Members.

MERCHANTS TRADE
JOURNAL, Inc.

Des Moines, New York. Chicago
Indianapolis

do nothing else than open new accounts. In a day they landed more dealers than the entire regular staff had landed in a month!

Then after the accounts were once landed it was the regular salesmen's job to call for fill-in orders. And when they saw how easily sales were coming, they gradually got into the habit of talking advertising and window trimming and consumer selling. Moreover, the specialty men would get together with them at odd intervals, and explain all the little tricks of the trade.

The spirit of advertising has now permeated the entire organization and while the specialty salesmen have been retained and merged into the regular staff, the old-timers who first fell flat at selling advertising now give them a pretty close run for their money.

Butler Brothers' Year

Butler Brothers' net earnings during 1918, according to a statement just issued, were \$6,451,764. This is equal to 32.25 per cent on the \$2,000,000 capital stock. In 1917 the net earnings were \$5,225,792 or 26.12 per cent. After the company pays federal taxes of approximately \$2,500,000 for 1918 there will remain a surplus of \$13,950,000.

L. H. Burlingame in Agency Work

L. H. Burlingame, formerly advertising manager of *Successful Banking*, Benton Harbor, Mich., has become associated with John H. Cross, Chicago advertising agency.

Joins Chicago Publication

F. E. Murray, formerly advertising manager of the *Register*, New Haven, Conn., has been made advertising manager of *Petroleum*, with headquarters at Chicago.

The Howell Electric Motors Company, Howell, Mich., has placed its account with Brooke, Smith & French, Inc., Detroit.

BUILDING SUPPLY NEWS

The only Dealer Paper
in the Building Field.
Endorsed by National and
State Associations of Dealers
612 Federal St. Chicago

Classified Advertisements

HELP WANTED

An opportunity in a middle-west city of 400,000 for an advertising man who has demonstrated his ability to sell newspaper advertising. Address: Box 506, Printers' Ink.

PUBLISHING CONCERN OFFERS OPPORTUNITY to young man with copywriting and sketching ability. State education, experience and salary. Box 516, care of Printers' Ink.

REPRESENTATIVE WANTED

Live Advertising Hustler for each of the following centers: Boston, Chicago, Philadelphia. Attractive Commissions. The Ford News, Long Island City, N. Y.

WOMAN—FOR ADVERTISING DEPARTMENT. CLEVER COPY WRITER WITH EXPERIENCE. MUST BE GOOD TYPIST. BOX 509, CARE OF PRINTERS' INK.

SIGN-SHOW CARD SALESMAN

Philadelphia maker wants representative for small but exceptional line of embossed, inlaid and hot press signs, show cards, labels, etc. Commission basis. Strictly confidential. Box 501, P. I.

Advertising Solicitor wanted with experience in the engineering and contracting or machinery field. Excellent opportunity for the right man. State salary wanted to start and give references and full information first letter. Address M, Box 498, Printers' Ink.

WANTED—A thorough detail man with determination, staying power, one who is an executive, who can systematize, manage, supervise an office force and get work done. He should have had experience in flavoring extracts. Possibilities good. State age, experience, salary expected in first communication. C. F. Sauer Co., Richmond, Va.

Wanted Subscription Manager

One who can get a million subscriptions a year for a low-priced magazine. Must use honest methods and be entirely responsible for his department. Excellent opportunity for a man who has proper training and executive ability to handle the work. Salary commensurate with results. Address Box 503, Printers' Ink.

Catalog and Mail-Order Man

experienced in the building material line, wanted by large, successful Company contemplating establishing mail-order department. State full particulars about yourself and your experience. Address Box 504, care of Printers' Ink.

WANTED—A competent assistant bookkeeper with advertising agency experience, if possible. State experience and salary. Good pay for the right person. Box 517, care of Printers' Ink.

WANTED—Young man as advertising manager of manufacturer in the hardware line, to act under direction of sales manager. Must be able to write house organ. Salary \$2,500 to start. Address with record of experience and full particulars. Box 491, care Printers' Ink.

ADVERTISING MANAGER—Who knows trade journals, mailing lists, sales letter writing and catalog work. Must be an executive, hustler and produce results. Should have broad knowledge of Machinery, Equipment, etc. Right salary to right man. In first letter tell us all about yourself and salary expected. Confidential. Walter A. Zelnicker Supply Co., St. Louis, Missouri.

WANTED

Man to develop advertising departments for two small tool manufacturers located in a western Pennsylvania town who separately haven't enough work of this character to occupy one man. The man employed will be expected to prepare copy for trade paper ads, catalogues, circulars, circular letters and perform other such work.

In answering this, give age, qualifications, experience, references, and state what compensation is expected. Answer Box 489, Printers' Ink.

There's a rather unusual opening on the Pacific Coast for a real agency man. It calls for a man trained in the best agency practice and familiar with the direction of campaigns. Experience in advertising furniture or food products especially valuable. Opportunity for the right man to later acquire an interest in a substantial, long-established business. If you have successful agency experience and ambition to develop further in a fast-growing business in this section, write, stating your present earning capacity and full experience. Box 508, care of Printers' Ink.

Young Man Wanted

as Secretary and Assistant to Advertising Manager of large manufacturing concern.

Applicant must have had experience, and possess the required education.

Write in own handwriting, stating age, experience, education, and salary desired.

Address Box 510, care Printers' Ink

CIRCULATION MANAGER WANTED

One of the oldest and largest publishers of business papers in New York needs a man experienced in mail subscription work. Particulars regarding experience, salary expected, etc., will be treated in strict confidence. Address: G. D. W., Box 521, Printers' Ink.

The leading paper in a southern city of 200,000 is in need of two first-class advertising solicitors, men who can write good copy and make attractive layouts preferred. Good salary and splendid future for right men. Answer quick, giving full particulars of your experience, salary expected, reference, and samples of your work. Address: Box 520, P. I.

ASSISTANT EXPORT MANAGER

Manufacturer of toilet goods in Metropolitan New York district, with long-established export business in most foreign fields, offers opportunity to a man who has had sound, practical experience in exporting, who is not necessarily a fully qualified export manager, but who is developing rapidly and wants a chance to make a real showing. Applicants must demonstrate good knowledge of export business; thoroughly familiar with Spanish and English; working knowledge of Portuguese and French valuable but not essential. Should know sales and advertising conditions abroad, especially South America, and have constructive ideas for promotion of sales in foreign markets. Letters, which will be held in strict confidence, must give details of experience, age, nationality, approximate salary. Box 522, Printers' Ink.

MISCELLANEOUS

COLOMBIA, SOUTH AMERICA, IS BOOMING. Cartagena is her sea gateway, whose daily "El Porvenir" merits thought by General Advertising Agents. Box 499, Printers' Ink.

Ph. Morton

OCEAN TO OCEAN CINCINNATI

COLLECTIONS—HOW TO COLLECT ACCOUNTS, ALSO EXPOSURE OF MEMBERSHIP AND CONTRACT AGENCIES. The book is FREE to every business man who writes for it on his own business stationery. Smith Mercantile Agency, Jefferson, Ohio.

Electros 1c

A Square Inch—Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00.

Newspaper Advertising Electros Only
GENERAL PLATE CO. TERRE HAUTE INDIANA

"ACTUAL" TYPEWRITTEN LETTERS, heading black, body purple; 100, \$1.15; 500, \$2.00; 1000, \$3.25; 5000, \$12.00. Artus Letter Shop, 409 Chestnut St., Milwaukee, Wis.



ADvertising
ALL WAYS
The Admberg-Machon-Dowl Co.
Chicago New York

FOR SALE

Stickney & Montague Addressing Machine, motor driven, and hand Graphotype, all caps, in good working condition. Located in New York City. Box 505, Printers' Ink.

Technical Advertising

Our service is an advantage to manufacturers advertising in trade papers. We originate, write and place copy on fee basis; act as your advertising manager—not as agent. Also co-operate on your direct advertising work. Get our interesting plans.

LA PORTE & AUSTIN
Technical Advertising Counsel
 261 Broadway, New York

POSITIONS WANTED

WOMAN—ADVERTISING MANAGER'S ASSISTANT. Correspondent. Office Management. Best of references. New York City only. Box 500, care of Printers' Ink.

American (32) with thorough publishing training, including all phases of make-up, desires position where salary corresponds to ability. Box 513, care of Printers' Ink.

Printing and Layout Man, open for position with good agency; type expert, practical—with agency experience and made good. Excellent references. Box 507, Printers' Ink.

ARTIST
SPECIALIZING IN HOUSE ORGAN CARTOONS, HEADINGS AND ILLUSTRATIONS. BOX 512, CARE OF PRINTERS' INK.

SOLICITOR of wide experience on both general and trade publications, large acquaintance Eastern territory, seeks opening where producer is wanted. High references. Letters confidential. Box 515, Printers' Ink.

SECRETARY-STENOGRAPHER

Young man (22), 5½ years' experience, excellent assistant to advertising manager or purchasing agent. Can handle detail of printing and advertising. Possess pep and initiative. Salary secondary consideration. Box 493, Printers' Ink.

Newspaper advertising salesman, copy writer, layout man, art training, college graduate, released from army, now in New York, desires opening with newspaper, agency or manufacturing concern. Four years' experience largely in promotion and special work. Aggressive, adaptable. Excellent references. Will start at nominal salary or commission and prove worth. Box 523, Printers' Ink.

Artist—Fashion drawings, wash and line work, creative originals, young lady of wide experience. Part time or at own studio. Miss Selina Leidloff, Room 422, 25 West 42nd St., New York.

NEWSPAPER MAN

Competent man, 18 years' experience, seeks city news copy desk or editorial position. Former army officer. Box 514, care of Printers' Ink.

ADVERTISING MAN (27)

Who wants First Mortgage on my Services? Been in the Agency and Trade Journal "Game" seven years. Cracker-jack Writer. Box 494, Printers' Ink.

ARTIST

experienced in strong to date poster, figure and decorative work, would like to get in touch with trade wishing work done in latest manner. Color, wash or ink with a punch. Artist, 122 E. 23rd Street, New York.

Advertising Man, 23; take charge advertising, catalogue work of general merchandise jobber; editorial experience; know typography, layouts; real copy; samples; I have brains, ability, like work, and need a job at once. Write! Box 524, Printers' Ink.

STENOGRAPHER—Experienced, accurate, 33 years old, wishes position with advertising agency, or department, offering opportunity to progress to layout work and writing copy. Well educated, capable of handling correspondence on own initiative. Box 496, Printers' Ink.

Advertising Solicitor, six years with foremost Special Newspaper Representatives. Considerable knowledge of newspaper advertising, circulations, etc. Correspondence and office detail. Age 23. A hustler and hard worker. Salary \$25 to start. At present connected. Correspondence confidential. Box 492, P. I.

ACCOUNT HANDLER

Young woman, seven years' experience with well-known agency. Familiar with art work, engraving, printing, schedules, layouts. Expert correspondent. Desires new connection (N. Y. C. only). Box 525, Printers' Ink.

Asst. Advertising Manager

This advertisement is directed to the executive requiring A1, thoroughly competent assistant, with judgment, initiative, and ideas tempered by experience. At present advertising manager of one of Seattle's leading department stores doing over \$2,000,000 yearly, but desires getting under bigger man to broaden viewpoint and capacity. Competent to assume responsibilities. Familiar with every phase of department store advertising. Ample opportunity given for investigation by reference to present employer. Write or wire Chas. M. Harris, 352 North 81st St., Seattle, Wash.

SUCCESSFUL EXECUTIVE

wants position as business manager or assistant to publisher. Over 12 years with present publication. Well trained to make sound decisions and inspire confidence. Age 38. Married. Box 502, Printers' Ink.

My 12 years' thorough training in all branches of printing and publishing equips me for responsible executive position with a live publisher or national advertiser, whose many details are varied and exacting. Not a copy writer. 32 years old. American. Box 511, care of Printers' Ink.

ADVERTISING MAN who can think, produce selling ideas and write commonsense copy; I can give information about your goods in an attractive way—that's advertising; I avoid "clever" stuff, also downright dullness—that's commonsense; varied experience; college graduate; age 36; \$45. Box 495, care of Printers' Ink.

HIGH GRADE TYPOGRAPHIC LAYOUT MAN

Practical printer. Also an experienced buyer of engravings, paper, and printing. Age 26. Box 519, care of Printers' Ink.

I want to connect with the industrial relations department of some wide-awake concern, or with some man or committee interested in discussion of government ownership, to which I am opposed. For 15 years I have been writing inspirational editorials, delivering "ginger" talks, forming a point of contact between men in offices and men in jeans. I am a graduate of no school save that of hard knocks—but I have learned to think straight, smile naturally, and make words drive home ideas. My latest connection was with the Emergency Fleet Corporation, a position that sought me. I will start at \$5000 a year. Box 497, P. I.

Do You Desire a PRINTING SUPERINTENDENT

Who Can Place Substantial Business?

- (a) I have had 15 years' experience as printing superintendent.
- (b) I am a practical printer, an accurate estimator, a thorough organizer, and can obtain results from men.
- (c) I have a following and trade of my own, ranging from \$20,000 to \$30,000 worth of work a year.

The matter of salary can undoubtedly be arranged satisfactorily after a personal interview.

Box 518. care of Printers' Ink.

Table of Contents

PRINTERS' INK, January 30, 1919

Advertise Bolshevism and You Destroy It.....	<i>By J. T. M.</i>	3
Why It Cannot Stand the Light.		
Once Again, Which Should Come First, Distribution or Advertising?.....		10
Hitch Them Up as a Team Is the Answer.		
A Clean-Cut Victory for "The Package Idea".....	<i>Douglas Emery</i>	17
How Hills Brothers Proved That Advertised, Branded Dates in Packages Are Preferable for Manufacturer, Retailer and Consumer.		
Advertising and Its Salesmen.....	<i>Charles Austin Bates</i>	28
More Representatives of Publications Needed Who Will Sell Space with Reference to the Needs of a Particular Advertiser.		
The Ten-Cent Store as a Means of Sampling.....	<i>A. Rowden King</i>	37
An Avenue of Distribution That Might Well Be Used by Advertisers Looking for a Broader Market.		
How Wanamaker's Is Lowering the Cost of Hiring.....	<i>Helen A. Ballard</i>	45
Educational Courses and Sales Training Courses—How Worker's Ambitions Are Provided For.		
Canada Advertises Repatriation Plans.....	<i>Harold C. Lowrey</i>	51
Government Buys Space to Combat Misrepresentation.		
What Is Needed in Narrative Copy?.....	<i>R. L. Burdick</i>	57
Whether True or Not, It Must Have Fiction Treatment All the Way Through.		
Be Sure the Right Man Gets the Mail You Send.....	<i>Joseph Katz</i>	65
Adv. Mgr., The Hub, Baltimore		
Here's Light on the Legal Responsibility of the Advertising Agent.....		70
Publisher Can Hold on Contracts Made for an Advertiser, G. B. Plante Advises.		
How the Six-Hour Day Is Regarded in England.....	<i>Thomas Russell</i>	77
Suggested by British Advertiser to Improve Labor Conditions without Loss of Output.		
Honor Awards Prove Better Sales Stimulants Than Cash Prizes.....	<i>Jack W. Spears</i>	85
Adv. Mgr., Todd Protectograph Co.		
The Circulation Guarantee Which "Cuts Both Ways".....		88
Apparently Little Likelihood of Its General Adoption in the Magazine Field.		
"Ought the Reader to Buy My Goods?".....	<i>Percy Warman</i>	97
Morality the Greatest Force in Advertising Copy.		
Growers of Apples Establish "Big Y" Brand.....	<i>A. H. Dewit</i>	103
Advertising Spreading Out for 1919.		
How the Agents View the "Jason Rogers Plan".....		109
Apparent Widespread Approval of Scheme for Equalizing Newspaper Advertising Rates and Better Recognition of Advertising Agencies' Service.		
Ideas of Advertising Men on Book Advertising.....		110
Anti-American Books in South America.....		129
Editorials		132
Don't Limit the Appropriation—Misadvertised Communities Not Helpless—A Thought on Book Advertising—Boy Scouts as Salesmen.		
The Little Schoolmaster's Classroom.....		138

we have a
personal
representa-
tive within
a few hours
ride of any
point in the
United States

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

In the Million Dollar Libel Suit of HENRY FORD Against The Chicago Tribune

E. LeRoy Pelletier, close personal friend of Ford, testifying in his behalf, stated in response to questions of Mr. Ford's attorney that when a Chicago dealer used The Chicago Tribune for his advertising, the factory would pay half the cost because of the sales produced by the advertising in surrounding states as well as in Chicago and its immediate vicinity. Mr. Pelletier said of The Chicago Tribune:

"We consider it in a sense the national media. That is to say, it is one of the few that we consider sufficient to cover nationally."

When asked whether The Chicago Tribune covered the State of Michigan, he said:

"I should say taking Grand Rapids as a sample it is probably more influential than the Detroit papers."

When asked his reasons for this statement, he explained:

"Because of the class of people who take it, a very excellent class of people buy it, and a considerable percentage of a class of solid business men, to whom we sell automobiles in all those places. For example, take the sales manager of the Reo Company at Lansing, the only paper he reads is The Chicago Tribune, the only one he really reads, and he says he never missed a day. He has told me that several times. Now, he would be typical of a class in Lansing that would read it."

This testimony and that of Charles A. Brownell, advertising manager for Ford Motor Co., are given more fully in a Tribune booklet which will be mailed free on request.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER